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ABSTRACT

The first section of this monograph on community newspapers describes the patterns and trends of "grassroots journalism" in the Cleveland, Ohio, area. Based on interviews with 37 newspaper editors, the following topics are covered: origins and history, goals, organization and structure, method of production, advertising, content, audience, and problems. The second section includes synopses of each newspaper and an example of the front page of each. Included is a brief history of each paper, plus a description of its goals, organization, production, advertising, content, audience, and problems. The third section discusses several topics and problems that community journalists must face. Topics include defining the news, organization and news gathering, the interview and other tools for collecting information, writing the news story, editing, writing headlines, newspaper graphics and design, advertising, and circulation and distribution. (HOD)

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GRASSROOTS JOURNALISM IN THE CITY:
Cleveland's Neighborhood Newspapers

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Monograph No. 6
Communication Research Center
Cleveland State University

November, 1982
Cleveland, Ohio
44115

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PREFACE

The roots of this monograph extend back several years. When I came to the Cleveland area more than seven years ago, I was impressed by the diversity of its ethnic communities and city neighborhoods. Each Sunday I would pick a different neighborhood and then spend a couple hours driving through the area. As a consequence, I developed an interest in neighborhood problems and efforts to solve them. I began collecting neighborhood newspapers and encouraged our journalism students to develop their skills while giving much needed assistance to the neighborhood press. One student who shared my interest in community journalism was Jim Ceasar, who joined me in a project to interview editors of neighborhood newspapers. That was a couple years ago, and the process began to look as if it would never end. One interview completed, we would learn of another effort to start a newspaper.

The necessary financial resources and time commitment to complete the interviewing and prepare a monograph were made possible by the Urban Affairs Summer Grant Program administered by the College of Urban Affairs in conjunction with the College of Graduate Studies and the Office of Research Services at Cleveland State University. Since some of the information was already more than a year old, each editor was recontacted this past summer or fall for an update. This task fell to Mick Latkovich, a research assistant in the Communication Research Center. He spent many hours not only interviewing editors but also writing up summaries of his sessions. Throughout the summer and into the fall, we continued to learn of new papers or changes in the status of existing ones. We have tried to make changes up to the last minute, but we are probably unaware of several others.

The grant also allowed us to expand the monograph to serve several purposes. First, we wanted to describe the current situation and trends in "grassroots journalism." We hope this first section is useful to observers of the urban scene, those concerned with community newspapers, and the paper staffs themselves. Second, we wanted to preserve a bit of history by recording individual efforts to start papers. Thus, the second section includes a front page and brief narrative of each paper. Third, we wanted to present some information which might help neighborhood newspapers in their day-to-day operations. Thus, the third part of the monograph includes sections on writing, editing, etc., which we hope can be used in training volunteers and other staff members. Since we only have limited space here, this section should be supplemented by such excellent references as: *How to Produce a Small Newspaper* (by the Editors of the Harvard Post, 1978), *The Newspaper: Everything You Need to Know to Make It in the Newspaper Business* (by D. Earl Newsom, 1981), *How to Start Your Own Community Newspaper* (by John McKinney, 1977), and *Community Journalism: A Way of Life* (by Bruce M. Kennedy, 1974). These should be available at the CSU or other area libraries.

Working on this monograph has triggered many memories of my days as a staff writer for the "Lewiston (Idaho) Morning Tribune" and my own attempt at community journalism while in the Peace Corps. Stationed in a rural province (Antique) in the Philippines, I worked with a group of students and concerned citizens to start an independent community newspaper, called "The Special Gazette." When inflation hit rates of 20-40% the paper had to suspend publication. Thus, I can commmiserate with those individuals and neighborhood groups who have tried to start papers but been unable to sustain the effort. Try again.

There are numerous people who deserve our thanks. At the top of the list are the community newspaper editors who consented to interviews. We hope our summaries do justice to their efforts and that they will find each other's experiences useful by comparison. We also want to thank the College of Urban Affairs and other supporters of the Urban Affairs summer grant program for the financial assistance which made this monograph possible. The contributions of Debbie Caldwell and many students involved along the way also are noted and appreciated. And, I personally want to thank my two co-authors, Mick Latkovich and Jim Ceasar, for their hard work, persistence and cooperation throughout the project.

L.W.J.
November, 1982

TABLE OF CONTENTS

Preface ii

Section I: Patterns & Trends

Introduction 1
Origins and History 2
Goals 9
Organization 16
Production & Advertising 22
Content 30
Audience 35
Problems and Prospects 41
Conclusion 46

Section II: Summaries of Individual Newspapers

List of neighborhood newspapers 47
Bratenahl Lamplighter 49
Buckeye News 53
The Bulletin 57
The Bulletin Press 61
Central Voice 65
The Community News 69
The Connection 73
The Courier 77
Coventry Village News 81
Cranwood Voice 85
Crossroads 89
Detroit-Shoreway Views 93
Downtowner 96
East Cleveland Citizen 99
East Side News 103
The Express 107
The Fairwood Life 110
The Forgotten Triangle 115
The Heights Gazette 116
This Is Kamms Corners 120
The Neighborhood Housing Service Newsletter 124
The Neighborhood News 128
Ohio City Redevelopment Association News 132
Old Brooklyn News 136
Old Cleveland Gazette 139
Perry News 144
The Plain Press 148
Republic Steel Neighbor 153
St. Clair & Suburban News 156
The Scoop 160
The Southeast Today 164
University Circle Community Coalition 168
Bedford Times-Register & Maple Heights Press 172
Broadview Heights Gazette & Brecksville Gazette. 190
Independence Gazette 180
Garfield Heights Leader 186
Seven Hills News 190

Section III: Running A Neighborhood Newspaper

Introduction.................................... 194
News--What Is It?................................ 195
Organization and Newsgathering................... 201
The Interview & Other Tools for
Collecting Information........................ 205
Writing--The News Story.......................... 213
Advertising--The Support Structure............... 228
Editing--Some Pointers........................... 239
Writing Headlines................................ 246
Circulation and Distribution..................... 251
Newspaper Graphics--Design & Make-Up............. 253

SECTION I: TRENDS AND PATTERNS

The vitality of life in urban areas is best illustrated by the strength and diversity of its "grassroots" organizations. The past decade or so has witnessed a renewed faith in the future of city neighborhoods, and a significant indicator of that faith is the growing number of neighborhood newspapers. These efforts at "grassroots journalism" often fail but later are repeated in the same area by others who share their hope. Community journalism appears to be a significant indicator that residents identify with their neighborhood and will struggle for its survival, growth, or, in other cases, regeneration. Though the individual papers may be spearheaded by dedicated individuals or groups, a paper's survival depends on its acceptance by residents of the neighborhood. And that means people must identify with the area to at least some degree. Thus, a successful paper tells us much about the neighborhood itself.

Here we will describe the patterns and trends of "grassroots journalism" in the Cleveland area. Though our initial focus was on the city of Cleveland itself, we extended the initial search to include some suburban community papers. We included the Scoop, a paper which serves the Collinwood neighborhood in Cleveland and is owned by the Sun newspaper chain, but we did not include other papers in that chain because of the centralized nature of the organization. We also have sought to focus on the non-commercial press, those papers which grew out of community needs and residents' requests. Of course, no community paper will survive without adequate financial support, and our focus on non-commercial community papers is simply an arbitrary restriction because of limited resources.

Newspaper editors were interviewed about a range of topics, including: origins and history, goals, organization and structure, method of production, advertising, content published in the paper, audience, and problems. The same set of questions was used to interview each newspaper editor.

History & Origins:

Our search produced a total of 38 community newspapers that have been published in the Cleveland area over the past decade or so. With one exception, the papers and their origins are listed in Table 1. We were unable to obtain sufficient information about the "South End News," which serves part of southeast Cleveland, and it was omitted. Of the 37 papers, 29 were still operating in October, 1982, while eight had either suspended publication or gone out of business.

TABLE 1
HISTORY OF NEIGHBORHOOD NEWSPAPERS

Neighborhood Newspaper	When Began	Reason Began	Editor	Total numbe of Editors
Bratenahl Lamplighter	1981	To maintain communication within the Village	Kathy Browning	1
Buckeye News	1981-	Help enhance community pride	Bob Walton	1
The Bulletin (Buckeye-Woodland Com. Congress)	1974-	Inform area residents of group meetings	none	0
The Bulletin Press (Kinsman, Buckeye S. Woodland area)	1979- 1981	To replace the Forgotten Triangle	Cleo Busby	1
Central Voice	1979-	Improve Communication, pride and to write about people	none	1
The Community News	1969	To provide news to area residents	Charles Huffman	1
The Connection (Shaker Square)	1977	Create a sense of pride and bring neighbors together	Carol Lowenthal	1
The Courier (Mt. Pleasant)	1957 (Began as newsletter)		Six member editorial board	unknown
Coventry Village News	1973-	Monthly notice for Coventy Neighbors Inc. meetings	David Burwasser and Bobbie Littel	4
Cranwood Voice (Garfield Hts. ward 1)	1978- 1979	To create unity within the ward	Ken Temple	1
Crossroads	1982	Neigborhood Communication	Jeff Glebocki	2

TABLE 1
History (continued)

Neighborhood Newspaper	When Began	Reason Began	Editor	Total number of Editors
Detroit-Shoreway Views	1978-	Community request for neighborhood publication	none at this time	2
Downtowner (Downtown Cleveland)	1981- 1981 (6 months)	To encourage shopping downtown and improve it's image	Steve Homick	1
East Cleveland Citizen	1970-	To fill gap left by the folding of the East Cleveland Leader	Francis Benz*	3
East Side News (originally the Ascension News	1980-		Ulysses Glen	1
The Express (Coventry)	1977- 1981	Started as a Shopping news	Lee Batdoff	2
The Fairwood Life	1970	unknown	Olivia DiVita	?
The Forgotten Triangle	1977- 1979	Bring back neighborhood pride and to communicate with the neighbors	Robert Lever	2
The Heights Gazette	1980- 1982	To provide a local newspaper in the Heights area	Leslie Barodi	1
Kamms Corners	1979-	Community need	Carolyn Verlie	1
The Neighborhood Housing Service Newsletter	1979-	Turn St. Stephens square into a desirable place to live	Anita Woodward	1

* Francis Benz, who had been the editor of the East Cleveland Citizen for 9 years, died in October, 1982, 2 months after our interview.

TABLE 1
History (continued)

Neighborhood Newspaper	When Began	Reason Began	Editor	Total number of Editors
The Neighborhood News (South-east Cleveland Garfield Hts.)	1923-	Source of information for local residents and to educate and serve	Ellen Psenicka	unknown
Ohio City Redevelopment ssociation News	1980-	Mouthpiece for the organization	Paul Klein and Ross	2
Old Brooklyn News	1978-	Improve the area	Sandy Watkins	3
Old Cleveland Gazette	1981-	Newsletter for Old Cleveland Development Corp.	none	1
erry News (Perry Home Owners Improvement Assoc.	1961-	Perserve ethnic identity of neighborhood Improve the areas physical condition	none at this time	6
he Plain Press	1971-1978 1980-	Outgrowth of the political movement in the 1960's	David Beach	2 (since 1980)
Republic Steel eighbor	1978-	To improve the Company's community relations	Debra Kavulich	2
St. Clair and uburban News	1964-	To inform residents of what was going on in the area	Carol Matetic	2
he Scoop (Collinwood area)	1919-	Provide alternate opinions and communicate with the neighborhood	John Urbancich	unknown
he Southeast Today	1979-?* (out of print)	Redevelopment organization newsletter	Jim Pykare	1

TABLE 1

History (continued)

Neighborhood Newspaper	When Began	Reason Began	Editor	Total number of Editors
University Circle Community Coalition	1977-	Inform tenants of landlord problems	Michael Ittman	2
Bedford Times-Register. Maple Heights Press	1891-		Dan Santos	unknown
Broadview Heights Gazette Brecksville Gazette	1975-	Started as an apartment bldg. newsletter	Joyce McFadden	1
Garfield Heights Leader	1946-	Community newspaper to inform	William Kleinschmidt	2
Independence Gazette	1979-	To suit demand for advertising space	Joyce McFadden	1
Seven Hills News	1965-	Request of city officials	Sil Monday	1

A breakdown of papers' origins suggests that interest in the community press has grown consistently throughout the 1970's and into the 1980's. In 1981 and 1982 alone, seven papers began publishing. The origins of some 17 neighborhood papers are recorded in the years 1976-1980, and 6 started in the first half of the decade, 1970-1975. During the 1960's, four papers began publishing, while one started in the 1950's and four have origins earlier than that. The small number of papers from the 1950's and 1960's in our sample may simply reflect our inability to find people who knew about papers from that period. However, there does seem to be a surge in the past decade or so. The oldest papers in the survey are the Bedford Times-Register and Maple Heights Press, which started publishing in 1891. The newest addition is the Crossroads, which began this year in the Archwood-Deninson area on Cleveland's west side.

Why did the papers start in the first place? Certainly no single reason generates an individual paper, but editors did cite major reasons. One of the most frequently-cited reasons was to promote unity and pride in the community. Some editors mentioned image problems, which the papers hoped to counter in their columns. The general goal of trying to improve the flow of information and communication within the neighborhood was also cited by eight editors. Some five papers began as organizational newsletters or publications. Four editors cited commercial purposes and the need for local businesses to reach residents through advertising. Other purposes were: to improve the area, to preserve the ethnic character of the neighborhood, to improve relations between residents and local industry, political goals, and community requests.

Many paper's origins show the informal ties and individual commitments that led to their founding. The Perry Home News, for example, began 25 years ago with a friendly conversation in the neighborhood "Mello" bar. The group of founders included the current Cuyahoga County Clerk of Courts, Jerry Krakowski. The University Circle Community Coalition began as a tenants' union newsletter concerned with one goal, informing the area tenants of landlord problems; earlier this year, the newsletter changed its name and increased the range of topics. The Seven Hills News began when editor Sil Monday was pressured to do so by area residents because they wanted a paper and he had the background and skills. The Forgotten Triangle began through the efforts of Robert Lever, a Vista Volunteer. This Is Kamm's Corner "has filled a vacuum in the neighborhood," said its editor. "It is good that most or all news in the paper is positive. As Table 1 shows, most papers have only one editor, though some have several.

Newspaper Goals:

All editors were provided with a list of 10 goals and asked to indicate how important each was for their paper, using the following categories: extremely important, very important, somewhat important, not very important, or not a goal at all. Since the focus of the survey was on Cleveland, the goals were selected to express those most likely to be appropriate for center-city neighborhoods; thus, some of the suggested goals were inappropriate for more suburban community papers.

The most important goal across the diverse papers was to "communicate with as many different groups as possible in the neighborhood." Some 22 editors said this goal was extremely important, while an additional 13 said it was very important. About as important was the goal of "trying to reach the entire neighborhood with news," cited as extremely important by 23 editors and very important by another 10. These two major goals and others correspond to one of the four major functions usually attributed to the mass media in general, "surveillance of the environment." The other functions are: socialization--passing on the culture to the next generation; coordination--allowing different parts of the area to coordinate their activities and judge each other; and entertainment. We find elements of all four in our list of goals, but clearly surveillance of the environment and providing information which allows people to

TABLE 2
Goals of The Newspapers

Neighborhood Newspapers	SUGGESTED GOALS*									
	1	2	3	4	5	6	7	8	9	10**
Bratenahl Lampligher	EI	EI	NAG	NAG	NAG	NAG	NAG	NAG	VI	SI
Buckeye News	EI	EI	VI	NAG	SI	SI	VI	EI	VI	EI
The Bulletin (Buckeye-Woodland Community Congress	EI	EI	EI	NAG	EI	EI	EI	EI	NVI	EI
The Bulletin Press S. Woodland area)	EI	EI	VI	VI	VI	VI	EI	VI	VI	EI
Central Voice	VI	EI	SI	EI	EI	NVI	NVI	EI	VI	VI
The Community News	EI	EI	EI	EI	NAG	NAG	EI	EI	EI	NAG
The Connection (Shaker Square)	EI	EI	VI	VI	SI	SI	SI	VI	NAG	EI
The Courier (Mt. Pleasant)	EI	VI	SI	VI	VI	NAG	VI	VI	EI	VI
Coventry Village News	EI	EI	EI	EI	NAG	SI	SI	EI	VI	VI
Cranwood Voice (Garfield Hts.)	EI	VI	SI	EI	SI	SI	EI	EI	SI	VI
Crossroads	EI	EI	EI	SI	VI	EI	EI	EI	EI	EI

* Suggested Goals:

1. Try to reach the entire neighborhood with news.
2. Communicate with as many different groups as possible in the neighborhood.
3. Help improve the physical appearance of the area.
4. Keep the neighborhood informed about political issues.
5. Help people obtain home improvement loans at low interest rates.
6. Help poorer people stay in the area.
7. Help stores and shops stay in business in the area.
8. Help reduce crime in the neighborhood.
9. Bring in "new blood" to help rejuvenate the area.
10. Maintain ethnic and racial harmony in the area.

** Goals evaluation code:

EI=Extremely important	NVI=Not very important
VI=Very important	NAG=Not a Goal
SI=Somewhat important	NA=Not Available

TABLE 2
Goals (continued)

Neighborhood Newspaper	1	2	3	4	5	6	7	8	9	10
Detroit-Shoreway Views	EI	EI	EI	NAG	EI	EI	EI	EI	EI	EI
Downtowner (Downtown Cleveland)	NVI	VI	SI	EI	NAG	NAG	EI	SI	EI	EI
East Cleveland Citizen	EI	VI	VI	EI	SI	SI	VI	VI	VI	VI
East Side News (originally the Ascension News)	EI	VI	EI	VI	NAG	NVI	EI	VI	VI	EI
The Express (Coventry)	VI	VI	SI	EI	NAG	SI	VI	SI	SI	EI
The Fairwood Life	EI	EI	EI	SI	NAG	NAG	EI	EI	EI	SI
The Forgotten Triangle	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
The Heights Gazette	SI	EI	VI	VI	SI	NAG	VI	VI	SI	VI
Kamms Corners	EI	EI	EI	SI	SI	NAG	EI	SI	VI	SI
The Neighborhood Housing Service Newsletter	NVI	VI	EI	SI	EI	VI	NVI	VI	SI	EI
The Neighborhood News (South-east Cleveland Garfield Hts.)	VI	EI	EI	VI	VI	NA	VI	VI	VI	EI
Ohio City Redevelopment Association News	VI	NAG	SI	NAG	SI	NAG	EI	EI	EI	EI
Old Brooklyn News	EI	VI	EI	SI	VI	SI	EI	VI	VI	NAG
Old Cleveland Gazette	EI	EI	EI	SI	SI	VI	EI	VI	EI	VI
Perry News (Perry Home Owners Improvement Assoc.	EI	EI	EI	NVI	NVI	NVI	EI	EI	EI	NVI
The Plain Press	VI	EI	EI	EI	EI	EI	EI	EI	NVI	EI

TABLE 2
Goals (continued)

Neighborhood Newspaper	1	2	3	4	5	6	7	8	9	10
Republic Steel Neighbor	VI	EI	VI	NAG	SI	SI	EI	VI	SI	VI
St. Clair and Suburban News	EI	VI	VI	SI	SI	SI	EI	EI	SI	SI
The Scoop (Collinwood area)	VI	EI	NA	EI	VI	NA	VI	SI	NA	EI
The Southeast Today	EI	VI	VI	SI	NAG	NAG	VI	SI	NVI	SI
University Circle Community Coalition	EI	VI	VI	SI	NAG	EI	SI	SI	NVI	SI
Bedford Times-Register. Maple Heights Press	EI	EI	VI	EI	SI	NAG	NVI	SI	SI	EI
Broadview Heights Gazette Brecksvilee Gazette	VI	VI	NAG	SI	NAG	NAG	EI	NAG	NAG	NAG
Garfield Heights Leader	EI	EI	EI	EI	SI	NAG	EI	EI	EI	EI
Independence Gazette	VI	VI	NAG	SI	NAG	NAG	EI	NAG	NAG	NAG
Seven Hills News	VI	EI	VI	EI	SI	SI	SI	VI	EI	EI

Additional Goals Mentioned in the Interview:

1. The Bulletin Press- Putting people in contact with proper agencies.
2. The Connection- Creating sense of "neighborhood" with common goals and concerns amoung various groups in the community.
3. Cranwood Voice- Develop unity within the ward and bridge gap between residents and local businesses.
4. Detroit-Shoreway Views- Encouragement of citizens involvement in report writing.
5. The Fairwood Life- Maintain a feeling of unity amoung residents and make the neighborhood a desirable and safe area.
6. Kamms Corner- Provide information on action of organizations, and provide low cost effective ads.
7. The Neighborhood Housing Service Newsletter- Instill a sense of pride
8. Ohio City Redevelopment Association News- Provide area Public Relations to the wider community.
9. Old Cleveland Gazette- Inform reader of the tax benefits of restoration.
10. Perry News- Encourage new people to move into the area, inform community about cultural events, and to develop writers in the community.

11. The Plain Press- Defend community from outside interests seeking to exploit it.
12. Reblublic Steel Neighbor- To communicate to the community so they see the plant as a positive contributor to the area.
13. University Circle Community Coalition- Keep neighborhood informed about the activities of other neighborhood and tenant groups, and to inform the neighborhood about tenants' union and it's activities.
14. Central Voice- Show sensifivity to the needs of people in the community and to instill community pride.
15. Maple Heights Press- Influence political decisions through editorials and give readers a forum to express opinions.
16. Buckeye News- Rejuvenate the spirit of community residents and to improve outsiders perceptions of the area.

coordinate their activities are most important for the community press.

"Helping stores and shops stay in business in the area" was cited as extremely important by 18 editors, very important by 8 editors, and somewhat important by 4 editors. "Maintaining ethnic and racial harmony in the area" is about fourth in importance; it was cited as extremely important by 17 editors, very important by 8 editors, and somewhat important by 6 editors. Two goals almost as important as those mentioned above are: to help improve the physical appearance of the area, and to help reduce crime in the neighborhood. Some 15 said improving physical appearance was extremely important, while another 12 said it was very important. Trying to reduce crime was said to be an extremely important goal by 14 editors and very important by another 12. "Bringing in new blood to help rejuvenate the area" was an extremely important goal for 11 papers and very important for another 10. "Keeping the neighborhood informed about political issues" was cited as extremely important by 11 editors and very important by 6 editors.

Some 16 editors cited additional goals of their papers, some a repetition of the reasons which led to the founding of the paper--developing unity, instilling a sense of pride, and keeping residents informed about organizational activities. However, in one case, community conflicts were only exacerbated by the newspaper, even though the publication originated out of desires to create more unity in the Garfield Heights ward. Other reasons are unique to the individual papers. For example, The Bulletin Press tries to put people in contact with the proper social service agencies. The Old Cleveland Gazette tries to inform readers of the tax benefits of restoring old buildings. The Plain Press tries to defend the community from outside interests seeking to exploit it. The Republic Steel Neighbor tries to communicate its positive contributions to the community. In an interview shortly before her death, Francis Benz said the East Cleveland Citizen "tries to inform the elderly and black communities of East Cleveland of the various cultural and educational services available to them." James W. Calgie, executive director of the Central Area Development Corp., said The Central Voice sought to recognize young people, who sometimes get in trouble trying to get attention. He also wanted to recognize community leaders, who sometimes get in a bind and become estranged from their constituents. It's a matter of giving people "a pat on the back once in a while," he said.

In addition to stating the paper's purpose and direction, the goals reflect neighborhood problems. Certainly, center-city neighborhoods have more than their share of crime, poverty, the loss of population and physical deterioration; thus, we would expect papers in those areas to identify relelated goals as more important, and that is clearly the case. For example, "helping poorer people stay in the area" is an extremely important goal for The Bulletin, a publication of the Buckeye-Woodland Community Congress. "Helping people obtain home improvement loans at low interest rates" is extremely important for the

Detroit-Shoreway Views but not a goal at all for the Bratenahl Lamplighter.

Organization:

Probably the most crucial element to a newspaper's success is its organization and structure. Is it organized so that the operation runs efficiently? Is the paper staff integrated into the community? Are the lines of authority clear enough to avoid conflicts and confusion? Are there enough people to maintain the organization? As Table 3 shows, most of the neighborhood newspapers in our survey depend on part-time employees. Those with full-time employees on the staff either operate as organizational papers or are commercial ventures; for example, among the commercially-successful papers, the Cleveland Community News has eight full-time employees and the Bedford and Maple Heights papers three such employees. The Forgotten Triangle had none and The Connection has no full-time employees but does have 10 people who contribute on a part-time basis. Thus, the attraction of volunteers and their deployment seem to be central to the success of community papers.

Papers which use some form of a "beat" system to gather news and information are likely to provide their readers with the most complete description of what's happening in their neighborhood. Since most papers have a shortage of paid staff to do that job, the efficient use of part timers and volunteers is called for. One good example of this is The Courier, which includes among its contributing

TABLE 3
ORGANIZATION

Neighborhood Newspapaers	# of workers		Neighborhood hood Correspondents	Editorials Printed	Intern'l News Printed
	full time	part time			
Bratenahl Lamplighter	0	3	no	no	no
News Sources:	Police Chief, Mayor, Assignment Reporting of the Village Council meetings.				
Buckeye News	0	7	yes	yes	no
News Sources:	Neighborhood leaders, assignment reporting				
The Bulletin (Buckeye-Woodland Community Congress)	3	0	no	yes	yes, when apropos
The Bulletin Press S. Woodland area)	3	0	yes	NA	yes, when apropos
News Sources:	Assignment reporting, block clubs, press releases, and reader input.				
Central Voice	NA	NA	no	yes	no
News Sources:	Editor, organizations board of directors				
The Community News	11	40	yes	yes	yes
News Sourcrs:	Neighborhood centers, public relation firms, volunteer writers, elected representatives and news bureaus.				
Note:	Of the full time employees, 8 work for the Cleveland Community News and 3 work for the Brookpark paper. For the part-timers, 25 carriers work for the Cleveland paper and 15 work for the Brookpark paper.				
The Connection	0	10	yes	no	yes, but rarely.
News Sources:	Assignment reporting, organizational correspondents, letters and phone calls.				
The Courier (Mt. Pleasant)	2	6	yes	yes	yes
News Sources:	Black media, professional press releases.				
Coventry Village News	0	9	yes	no	no
News Sources:	assignment reporting				
Cranwood Voice (Garfield Hts.)	0	8-12	yes	yes	no
News Sources:	Town meetings, assignment reporting, society editor				

TABLE 3
Organization (continued)

Neighborhood Newspapaers	# of workers		Neighborhood hood Correspondents	Editorials Printed	Intern'l News Printed
	full time	part time			
Crossroads	0	1	yes	no	no
News Sources: Archwood Denison Concerned Citizens and the Crossroads Development Corporation, and it's members.					
Detroit-Shoreway Views	NA	NA	yes	yes	no
News Sources: Detroit Shoreway Redevelopment Association members, block clubs					
Downtowner (Downtown Cleveland)	2	0	yes	no	yes, when apropos
News Sources: Local art groups, and assignment reporting					
East Cleveland Citizen	1	2	yes	yes	yes, when apropos
News Sources: Press releases, phone calls, personal contacts					
East Side News originally the Ascension News)	5	0	NA	yes	no
News Sources: Assignment reporting, and community organizations					
The Express (Coventry)	2	0	no	yes	yes, when apropos
News Sources: Personal contacts, and press releases					
The Fairwood Life	0	2	no	no	no
News sources: Personal contacts, Fairwood Community Association, Our Lady of Peace Parish					
The Forgotten Triangle	0	10-12	NA	NA	NA
The Heights Gazette	2	4-5	NA	yes	yes, when apropos
News Sources: Local Government, civic groups, and educational institutions					
Kamms Corners	0	2	no	no	NA
News Sources: "Kamco", YMCA, schools and churches					
The Neighborhood Housing Service Newsletter	0	6	NA	NA	NA

TABLE 3
Organization (continued)

Neighborhood Newspaers	# of workers		Neighborhood hood Correspondents	Editorials Printed	Intern'l News Printed
	full time	part time			
The Neighborhood News (South-east Cleveland Garfield Hts.)	3	7	yes	yes	yes
News Sources: Public meetings, Organizational press releases					
Ohio City Redevelopment Association News	0	20	no	yes	NA
News Sources: Assignment reporting					
Old Brooklyn News	0	NA	yes	NA	NA
Old Cleveland Gazette	0	NA	yes	no	NA
News Sources: Editor reporting, Volunteer writers, and press releases					
Perry News (Perry Home Owners Improvement Assoc.	0	6	yes	yes	no
News Sources: Personal knowledge, organizations, churches					
The Plain Press	1	60	yes	no	yes
News sources: Staff reporting					
Republic Steel Neighbor	1	0	yes	no	no
News Sources: Neighborhood group meetings, and corporate sources					
St. Clair and Suburban News	0	5	yes	no	NA
News Sources: Church, schools, fraternal groups, and news services					
The Scoop (Collinwood area)	NA	NA	yes	yes	yes
The Southeast Today	1	3	no	yes	no
News Sources: Assignment reporting, neighborhood organizations, personal contact					
University Circle Community Coalition	0	5-10	yes	yes	yes, when apropos
News Sources: First person experiences, research reporting					

TABLE 3
Organization (continued)

Neighborhood Newspapaers	# of workers full time	# of workers part time	Neighborhood hood Correspondents	Editorials Printed	Intern'l News Printed
Bedford Times-Register. Maple Heights Press	3	8	yes	yes	no
News Sources: Editor reporting, civic organizations, press releases, and wire service reports					
Broadview Heights Gazette Brecksville Gazette	1	9	NA	NA	NA
Garfield Heights Leader	3	7	yes	yes	yes
News Sources: assignment reporting, press releases					
Independence Gazette	1	9	NA	NA	NA
Seven Hills News	2	0	NA	yes	yes
News Sources: Community groups					

organizations: a multi-service center, the Boys' Club, the Urban League, several churches, and as many as 64 street and block clubs. In a "beat system" [Described in detail in Section III] individuals are assigned to cover either a geographical area, or a topical area (such as neighborhood businesses, industry, police-crime, churches- religion, clubs-groups, etc.). This provides some specialization but it also requires a commitment and considerable work. With the exception of a couple of the commercially-successful papers, most of those in the survey do not appear to use a full-fledged beat system. However, many papers do have neighborhood correspondents, which does link the paper to the neighborhood more closely. Of the papers for which information was available on this item, only eight said they did not have neighborhood correspondents. The diverse sources of information used by the list of papers is encouraging, but it is severely limited in some individual cases. News is gathered from: organizational correspondents, churches, businesses, neighborhood meetings, assignment reporters, personal contact and first-person experiences, press releases, wire service reports, volunteer writers, and public officials.

Our papers also concern themselves about their communities by editorializing now and then. Some 20 papers said they print editorials, while 11 said they did not; in some cases, those supported by government grants, editorials are prohibited. The editor of the Broadview Heights, Brecksville and Independence Gazettes said she does not publish editorials because she "wants to remain completely non-partisan." The late Francis Benz said the East Cleveland Citizen published editorials written by herself and occasional guest writers and focusing on the potential of East Cleveland to be a model community.

Production & Advertising:

The centralized printing plant has often been heralded for its contributions to community journalism, and our survey of neighborhood newspapers provides additional evidence. Most of the papers in our survey could not exist if they had to find the capital to purchase printing equipment. Of the 29 papers for which information is available on production, only 4 are mimeographed and 26 are produced by offset in one of a number of centralized printing plants in northeast Ohio. In one sense, the central printer takes us back to frontier days, when an individual could start a county newspaper with a "shirtfull of type." Today, the neighborhood paper needs typewriters instead, but the other resources required are minimal in contrast to hot-type printing of a couple decades ago. Some of the papers do their own layout, while others send that out as well. The selection of individual printers also seems to depend on a variety of factors, cost, convenience, location, etc. (See Table 4).

Though advertising is the major means of support for the papers in our sample, some depend on organizations, grants or other sources. For example, The Plain Press and Buckeye News have received grants from the Gund Foundation,

TABLE 4
PRODUCTION

Neighborhood Newspaper	Printer	Method of production	Who is in charge
Bratenahl Lamplighter	Hartco, in Columbus	NA	editor
Buckeye News	Orange Blossom Press	offset	Lisa Oppenheim
The Bulletin Com. Congress)	Printed in-house	Mimeographed on a 8.5' x 14' single page	editor
The Bulletin Press S. Woodland area)	NA	offset	editor
Central Voice	Call and Post	NA	editor
The Community News	King Publishing	Web offset	Don Ferguson
The Connection	Alliance printing	photo-offset	editor
The Courier (Mt. Pleasant)	Arrow Printing typesets, and Bulletin Press Prints	photo-offset	editorial board
Coventry Village News	printed in-house	mimeograph	editor
Cranwood Voice (Garfield Hts.)	Garfield Hts. Leader	NA	editor
Crossroads	Printed in-house	mimeograph	editor
Detroit-Shoreway Views	Cadillac Press	photo-offset	editor
Downtowner (Downtown Cleveland)	Buckeye Press	NA	editor
East Cleveland Citizen	Photo reader in-house, printed at Bulletin Press	photo-offset	editor

TABLE 4
Production (continued)

Neighborhood Newspaper	Printer	Method of production	Who is in charge
East Side News (originally the Ascension News)	Type-set in-house and printed at Bulletin Press	standard-offset	editor
The Express (Coventry)	Bulletin Press	photo-offset	co-editors
The Fairwood Life	Printed in-house	mimeograph	editor
The Forgotten Triangle	NA	NA	NA
The Heights Gazette	Call and Post	Web offset	publisher
Kamms Corners	Abel Printing	NA	editor
The Neighborhood Housing Service Newsletter	Orange Blossom Press	offset	Lisa Oppenhei
The Neighborhood News (South-east Cleveland Garfield Hts.)	Call and Post	offset	managing editor
Ohio City Development Association News	Suburban Press	photo-offset	co-editor
Old Brooklyn News	Bulletin Press	photo-offset	ad and circ. manager
Old Cleveland Gazette	Gowe Printing	web-offset	NA
Perry News (Perry Home Owners Improvement Assoc.	Equality	photo-offset	editor
The Plain Press	Bulletin Press	web-offset	editor
Republic Steel Neighbor	Alliance Printing	NA	editor

TABLE 4
Production (continued)

Neighborhood Newspaper	Printer	Method of production	Who is in charge
St. Clair and Suburban News	NA	photo-offset	editor
The Scoop (Collinwood area)	Valley View Printing	standard offset	Sun Newspaper
The Southeast Today	Gowe Printing	photo-offset	editor
University Circle Community Coalition	Orange Blossom Press	photo-offset	editor and co-chairperson
Bedford Times-Register. Maple Heights Press	Suburban Press	web-offset	editor
Broadview Heights Gazette Brecksville Gazette	Bulletin Press	web-offset	editor
Garfield Heights Leader	Town and Country	offset	editor
Independence Gazette	Bulletin Press	web-offset	editor
Seven Hills News	Town and Country	offset	editor

TABLE 5
ADVERTISING

Neighborhood Newspapers	Who gets ads for paper?	Ad sources		Classified ads printed	Percentage	
		% sm local bus.	% lg area corps.		ads	other conten
Bratenahl Lamplighter	editor	100%	0%	yes, a free service	5%	95%
Buckeye News	Called in	100%	0%	no	5%	95%
The Bulletin Com. Congress)				no	0	100%
The Bulletin Press S. Woodland area)	NA	NA	NA	no	NA	NA
Central Voice	editor	most	few	no	3%	97%
The Community News	editor	25%	75%*	yes	60%	40%
* Note: These percentages represent the ad sources for the Cleveland Community News. The figures for the Brookpark paper are just the opposite (75% come from local advertisers).						
The Connection	editor	100%	0%-	yes, a free service	25%	75%
The Courier (Mt. Pleasant)	NA	NA	NA	NA	NA	NA
Coventry Village News				no	0%	100%
Cranwood Voice (Garfield Hts.)	NA	100%	0%	no	40%	60%
Crossroads					0%	100%
Note: The editor plans to begin soliciting ads, and expects to receive 100% of his ads from small local businesses.						
Detroit-Shoreway Views	editor	100%	0%	no	20%	80%
Downtowner (Downtown Cleveland)	NA	Receives both breakdown not specified		no	70%	30%
East Cleveland Citizen	Editor	Receives both breakdown not specified		yes	50%	50%

TABLE 5
Advertising (continued)

Neighborhood Newspapers	Who gets ads for paper?	Ad sources		Classified ads printed	Percentage	
		% sm local bus.	% lg area corps.		ads	other content
East Side News (originally the Ascension News)	Editor and 2 salespersons	Receives both breakdown not specified		yes	80%	20%
The Express (Coventry)	Co-editors plus 3 volunteers	100%	0%	yes	40%	60%
The Fairwood Life	Called in	100%	0%	no	5%	95%
The Forgotten Triangle	NA	NA	NA	NA	30%	70%
The Heights Gazette	Editor Ad manager	100%	0%	yes	70%	30%
Kamms Corners	Volunteer	90%	10%	NA	50%	50%
The Neighborhood Housing Service Newsletter	No one	0%	0%	no	0%	100%
The Neighborhood News (South-east Cleveland Garfield Hts.)	Full time salesperson	most	few	yes	70%	30%
Ohio City Redevelopment Association News	Co-editors	NA	NA	yes, for real estate only	NA	NA
Old Brooklyn News	Ad and circ	100%	0%	yes	65%	35%
Old Cleveland Gazette	Volunteer sales staff	75%	25%	yes	NA	NA
Perry News (Perry Home Owners Improvement Assoc.	2 staff	most	only if there is a problem and around holidays	yes	50%	50%

TABLE 5
Advertising (continued)

Neighborhood Newspapers	Who gets ads for paper?	Ad sources		Classified ads printed	Percentage	
		% sm local bus.	% lg area corps.		ads	other content
The Plain Press	editor	most	few	no, but a community bulletin board is printed	NA	NA
Republic Steel Neighbor					0%	100%
St. Clair and Suburban News	editor	most	few	yes	60%	40%
The Scoop (Collinwood area)	3 salespersons	some	most	yes	60%	40%
The Southeast Today	Salesperson	most	few	yes	25%	75%
University Circle Community Coalition					0%	100%
Bedford Times-Register. Maple Heights Press	General manager and salesperson	most	few	yes	60%	40%
Broadview Heights Gazette Brecksvilee Gazette	Publisher	most	few	yes	40%	60%
Garfield Heights Leader	Ad manager	50%	50%	yes	45%	55%
Independence Gazette	Ad manager	50%	50%	yes	45%	55%
Seven Hills News	Editor and	100%	0%	yes	40%	60%

and The Republic Steel Neighbor is supported solely by the company. Also, the Bulletin and NHS News get major support from their parent organizations. The Southeast Today and other papers at one time received some funding for employees through CETA grants, but that source no longer exists. In one case, a community paper is partly subsidized by another successful publication; the Seven Hills News accepts advertising but at times is supported by The Golfer, another successful publication published by its owner.

Most papers are dependent upon advertising to meet costs. That advertising is generated by the editor and a few salespersons in most cases, as Table 5 shows. Some papers, such as the Old Cleveland Gazette and Kamms Corners, have volunteers who help sell advertising.

Most of the advertising comes from small local businesses, though a few papers have managed to solicit ads from large area corporations. For example, the Cleveland Community News gets 75% of its ads from large area corporations, while the Old Cleveland Gazette gets about a quarter from that source and Kamms Corners some 10%. The Perry Home News gets such ads only if there is a problem or during holidays.

Classified advertising can be quite lucrative for small newspapers, and several of the neighborhood papers are trying to develop such sections. Some 18 papers carry classified advertising, while an additional two provide free classified ads and one paper hoped to start soliciting classified ads soon. Some 13 papers said they did not have such advertising. Six papers carry no advertising at all, but the percentage of advertising in the other papers ranges from 5% to 80%. Most are under the two-thirds limit for papers using second-class postal permits to deliver their papers. (See Table 5)

Newspaper Content

Most community papers focus on local events, though some do include news about city-wide or national topics when they affect the neighborhood. A few even consider international issues now and then. Editors interviewed in our survey were asked to indicate how often each of 18 types of content appeared in their newspapers, using the following scale: several stories per issue, only once per issue, every other issue, less often than that, almost never. The ratings are presented in Table 6.

The importance of local ties is underlined in an examination of content published. The most frequently-appearing content is news about civic groups, clubs, organizations and celebrations. In fact, 28 editors said they publish several stories per issue, while another 5 publish one story per issue. Second in importance is news about neighborhood problems and issues. Some 23 editors said they publish several stories per issue, five have one story in each issue and two publish such stories in every other issue. Following closely in third place is news of redevelopment efforts, which appears at least once in 21 of the papers. Thus, the content of the papers closely matches

TABLE 6
CONTENT

Neighborhood Newspapers	NEWS CATEGORIES*																	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r**
Bratenahl Lamplighter	NR	5	4	4	1	5	5	4	5	5	1	1	4	4	5	4	5	1**
Buckeye News	2	5	1	5	1	5	5	1	2	4	2	1	1	2	2	2	2	2
The Bulletin Com. Congress)	5	5	5	5	1	5	5	1	2	1	5	5	1	3	3	5	4	1
The Bulletin Press S. Woodland area)	5	NR	2	5	1	2	5	1	2	2	5	1	2	2	2	1	5	2
Central Voice	5	4	2	2	1	2	3	2	2	5	2	1	2	2	5	5	3	5
The Community News	1	1	1	1	1	2	2	1	5	2	2	2	2	2	1	2	1	1
The Connection	1	5	1	5	1	NR	2	1	2	4	5	2	2	2	3	2	4	5
The Courier (Mt. Pleasant)	1	2	1	1	1	2	2	1	1	1	5	2	2	2	2	2	2	2
Coventry Village News	NR	5	NR	5	NR	1	1	1	2	5	1	4	1	5	1	1	5	1
Cranwood Voice (Garfield Hts.)	4	2	3	3	2	1	5	1	1	2	2	2	2	2	4	4	4	2,

* News Categories:

a. Entertainment
b. Religious topics
c. Business
d. Sports
e. Civic groups, clubs, organizations celebrations
f. Neighborhood politics
g. City politics
h. Neighborhood problems and issues
i. Crime and courts
j. News about block clubs
k. Calendar of area events
l. Features about interesting personalities in the area
m. News of redevelopment efforts
n. Information of the revelopment association
o. Reports on how city-county activities affect the area
p. Information on how to get needed social services
q. News of ethnic groups in the area
r. News briefs about personal things going on

** News category frequency:
News catergory appearing:
1. Several stories per issue.
2. Only once per issue.
3. Every other issue.
4. Less often that every other issue.
5. Almost never.

TABLE 6
Content (continued)

Neighborhood Newspapers	NEWS CATEGORIES*																	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r**
Crossroads	3	2	1	4	1	4	4	1	2	2	2	2	1	2	4	4	3	2
Detroit-Shoreway Views	4	NR	NR	4	1	4	4	1	1	1	4	1	1	1	1	NR	NR	1
Downtowner (Downtown Cleveland)	1	4	2	5	1	4	5	4	5	5	1	3	3	4	5	5	4	5
East Cleveland Citizen	5	2	2	2	1	2	2	1	2	2	1	1	2	2	NR	NR	4	NR
East Side News (originally the Ascension News)	1	5	3	4	1	1	1	1	5	3	5	1	1	1	1	1	2	NR
The Express (Coventry)	1	4	3	4	3	4	3	4	4	5	1	1	3	4	3	5	4	5
The Fairwood Life	5	5	2	5	1	2	4	1	1	2	1	4	4	4	4	2	4	1
The Forgotten Triangle	Not available																	
The Heights Gazette	1	4	2	2	1	1	4	1	1	1	1	1	4	4	2	1	2	2
Kamms Corners	4	2	1	5	1	5	5	2	5	2	5	3	1	1	4	3	3	3
The Neighborhood Housing Service Newsletter	5	5	4	5	5	4	5	1	4	5	4	2	1	1	3	1	4	5
The Neighborhood News (South-east Cleveland Garfield Hts.)	2	2	2	2	2	2	NR	2	2	2	2	2	2	2	4	2	2	2
Ohio City Redevelopment Association News	1	NR	1	NR	1	2	NR	1	2	2	2	NR	1	2	2	NR	3	1
Old Brooklyn News	2	4	1	5	1	2	4	1	5	NR	2	3	2	1	3	2	5	5
Old Cleveland Gazette	4	4	1	NR	2	2	2	1	4	4	2	2	1	2	2	4	NR	4
Perry News (Perry Home Owners Improvement Assoc.	2	2	4	3	2	4	4	5	5	2	2	3	3	4	3	1	1	1

TABLE 6
Content (continued)

Neighborhood Newspapers	NEWS CATEGORIES*																	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r**
The Plain Press	5	5	2	2	1	1	2	1	4	2	2	4	2	2	2	5	3	4
Republic Steel Neighbor	3	5	1	4	1	5	5	2	2	1	5	4	2	2	4	4	1	5
St. Clair and Suburban News	1	2	3	5	1	4	5	3	5	3	1	2	5	5	5	1	1	2
The Scoop (Collinwood area)	2	1	3	1	1	1	2	1	3	2	2	2	3	3	NR	NR	2	1
The Southeast Today	2	3	2	3	2	4	4	1	3	3	2	4	1	1	4	4	1	4
University Circle Community Coalition	5	5	4	5	1	3	3	1	3	1	5	5	2	2	3	2	5	5
Bedford Times-Register. Maple Heights Press	4	4	3	1	1	1	5	3	2	3	2	4	5	5	3	2	5	1
Broadview Heights Gazette Brecksvilee Gazette	3	5	4	1	1	1	5	4	5	4	1	2	5	5	2	4	5	1
Garfield Heights Leader	3	1	4	1	1	1	5	1	1	2	1	4	2	3	3	1	1	1
Independence Gazette	3	1	4	1	1	1	5	1	1	2	1	4	2	3	3	1	1	1
Seven Hills News	1	2	3	3	1	2	2	2	5	1	5	2	NR	NR	2	NR	2	2

Additional features not included in given content categories:

1. The Bulletin Press has a grape vine gossip column.
2. The Connection has a nutrition and an environmental issues column.
3. The Broadview Heights, Breckeville and Independence Gazettes have a gossip notes column, recipes, and obituary column.
4. The Garfield Heights Leader has a recreation and recipe column
5. The Buckeye News prints school news
6. Kamms Corner has an article in every issue devoted to some historic aspect of the area.
7. The Perry News as neighborhood history column and a space reserved for

the goals identified earlier. Fourth in importance are features about interesting personalities in the area, a staple item for developing reader interest and creating ties among residents. Such stories appear in nine papers more than once per issue, and in another 13 papers once per issue. News or stories about business are the fifth most-frequently appearing topic; 10 editors said they publish several stories per issue and nine include one story per issue. Two other popular items are news briefs about personal things going on (such as visits, births, achievements) and a calendar of area events. More than 20 editors said they publish a calendar or at least one news brief per issue. Neighborhood politics appears at least once per issue in 21 community newspapers, though five said they almost never published such news.

A second group of stories is less likely to appear with high frequency across the papers surveyed. These include: news about block clubs, information of the redevelopment association, information on how to get needed social services (for example, social security, food stamps, advice), entertainment, crime and the courts, reports on how city-county governmental activities affect the area, and news of ethnic groups in the area.

The three content categories editors said appeared less frequently than the others were: city politics, sports, and religious topics. Some 14 editors said they almost never include news on city politics, while a dozen said they almost never publish news about religious topics or sports.

A number of editors cited additional content not included in our list. The Bulletin Press has a grape vine "gossip" column, and The Connection has a nutrition and environmental issues column. The Buckeye News prints school news, and Kamms Corner has an article in every issue devoted to some historic aspect of the area. The Perry Home News also has a neighborhood history column. The Garfield Heights Leader has a recreation and recipe column. The Broadview Heights, Brecksville and Independence Gazettes have a gossip notes column, recipes, and obituary section.

Certainly, the content of individual newspapers varies as editors change and new ventures gain their footing. This Is Kamm's Corner, for example, has seen a growth in news submission from neighborhood residents, as well as an increase in the number of ad coupons in each issue.

Audiences:

Community newspapers characteristically reach their audiences on a weekly or monthly basis. However, as Table 7 illustrates, our survey shows a variety of publication schedules. Some 15 papers are published monthly, while six appear quarterly and six weekly. Two papers appear every other week, and individual papers appear with one of the following frequencies: five times a year, twice a week, three times a year, every other month, and twice monthly.

The circulation of papers surveyed also varies, from less than a thousand to 25,000 copies. Three papers have circulations of 1,000 or less, while a dozen have circulations between 1,001-5,000. Another 12 have circulations of 5,001-10,000. Five papers have circulations between 10,001-15,000 and another five have more than that. Though the circulations may be somewhat small, many editors estimated readership at considerably higher figures because issues are read by more than one person in a household and copies are passed on to other people.

Most community newspapers are directed at neighborhood residents; however, in one case, the paper hopes to reach outsiders. The Old Cleveland Gazette began as a paper distributed to sections of the downtown area as well as other areas of the city where residents might be interested in the preservation of the old Cleveland warehouse area and redevelopment efforts there. Another paper straddles two geographic communities; the St. Clair and Suburban News began in the predominately Slovene-Croatian neighborhood of the East St. Clair Avenue area. It continues to serve that neighborhood but also serves those who have moved to the Highland Heights area. The editor said the paper "followed its people as they have moved out of the area."

Methods of newspaper distribution generally fall into three categories: home delivery by paid or volunteer groups, mail delivery, and free or paid distribution through stores and newsstands. Some 14 of the papers used home delivery, while 19 used mail delivery, and 29 cited distribution through stores and newsstands. Other places at which editors said copies of papers are dropped off include: schools, banks, organizations, social agencies, churches, and local offices. The East Cleveland Citizen used to have a distribution problem but solved it by giving copies of the

42

TABLE 7
AUDIENCE

Neighborhood Newspapers	Frequency of publication	Circulation	Estimated readership	Distribution
Bratenahl Lamplighter	Monthly	825	825	Home delivery
Buckeye News	Quarterly	8,000	8,000	Mail and store drop-off
The Bulletin Com. Congress)	Quarterly	6,000	4,000	Mail and flier network street captains
The Bulletin Press S. Woodland area)	Monthly	6,000	8,000	Mail and store drop-off
Central Voice	Monthly	1,000	500	Social agencies
The Community News	Weekly	10,000 *5,000	40,000 20,000	Door-to-door Store, church drop-off and mail
* Note: This figure represents the circulation of the Broodpark paper.				
The Connection	5 issues per year	14,000	28,000	Home delivery
The Courier (Mt. Pleasant) (Temporarily suspended publication)	Monthly	25,000	50,000	Store drop-off
Coventry Village News	Monthly	1,500	3,000	Store drop-off and mail
Cranwood Voice (Garfield Hts.)	NA	2,000	2,000	Store drop-off
Crossroads	Monthly	500	500	Mail and store drop-off
Detroit-Shoreway News	Quarterly	4,000	3,200	Home delivery and store drop off

BEST COPY AVAILABLE

TABLE 7
Audience (continued)

Neighborhood Newspapers	Frequency of publication	Circulation	Estimated readership	Distribution
Downtowner (Downtown Cleveland)	Weekly	NA	NA	Store drop-off
East Cleveland Citizen	Every other Week	13,000	20,000	Through East Cleveland schools and store drop-off
East Side News (originally the Ascension News)	Every other Thursday	10,000	30,000	News stand sales and mail
The Express (Coventry)	Monthly	25,000	60,000	Mail and store drop off
The Fairwood Life	Monthly	2,500	2,500	Home delivery
The Forgotten Triangle	NA	15,000	15,000	Churches, home delivery store drop off
The Heights Gazette	Bi-weekly	12,000	30,000	Home deliver store drop off
Kamms Corners	Quarterly	13,500	20,900	Mail
The Neighborhood Housing Service Newsletter	Tri-annually	2,500	3,500	Mail
The Neighborhood News (South-east Cleveland Garfield Hts.)	Weekly	23,000	75,000	Home deliv paper boxe stores and mail
Ohio City Redevelopment Association News	Every other	4,800	4,800	Mail, Home delivery store drop off
Old Brooklyn News	Monthly	20,000	40,000	Home deliv
Old Cleveland Gazette	Monthly	5,000	5,000	Local ret office bld

BEST COPY AVAILABLE

TABLE 7
Audience (continued)

Neighborhood Newspapers	Frequency of publication	Circulation	Estimated readership	Distribution
Perry News (Perry Home Owners Improvement Assoc.	Monthly	7,500	7,500	Mail and store drop-off
The Plain Press	Bi-monthly	10,000	20,000	Store drop-off
Republic Steel Neighbor	Quarterly	20,000	20,000	Home delivery and store drop-off
St. Clair and Suburban News	Monthly	10,000	20,000	Church and store drop-off
The Scoop (Collinwood area)	Weekly	3,500	5,000	Home delivery and store sales
The Southeast Today	NA	5,000	4,500	Stores, banks, churches and org. drop off points
University Circle Community Coalition	Quarterly	1,500	2,000	Home delivery/ mail and store drop off
Bedford Times-Register. Maple Heights Press	Weekly	5,000 (4,000 for Maple Hts. Press	10-12,000	Mail and store drop-off
Broadview Heights Gazette Brecksvilee Gazette	Monthly	7,500	7,500	Mail and news stand
Garfield Heights Leader	Weekly	6,000	24,000	Mail and news stand
Independence Gazette	Monthly	7,500	7,500	Mail and News stand
Seven Hills News	Monthly	2,950	14,750	Mail and store drop off

BEST COPY AVAILABLE

paper to schools, where students received copies to take home to their parents. Ulysses Glen, publisher of the former East Side News, recalled an early distribution problem. The paper once gave 25 copies to a local fish market to distribute to customers. When the proprietor requested more copies, Glen checked and found out the owner was using the paper to wrap fish. The practice ceased.

Community newspaper staffs need to keep in touch with their readers, to learn what people want to read and how they're reacting to the paper. We asked the editors how they learn about their audience. Letters to the editor were cited by numerous people, as were phone calls, personal contacts and attendence at town meetings and other public gatherings. Carol Lowenthal, editor of The Connection, said her paper had added news about the elderly and security questions as a result of reader requests. One newspaper, The Plain Press, included a questionnaire in an issue and asked readers to respond with their views and suggestions. Certainly, we would expect full-fledged surveys to be rare because of the costs involved; however, sometimes the neighborhood redevelopment association, a business organization, or educational group is planning a study in the area and the community paper can piggy back a few questions onto the questionnaire. Another method that can help provide some "feedback" is "focus groups." Editors can collect a dozen or so different people representing the age, ethnic and social backgrounds of the community, and ask them to discuss the current paper and how they would improve it amongst themselves. From their discussion and interaction, editors often can gain insights not achieved by other routes.

Problems & Prospects:

Problems are endemic to community journalism, particularly neighborhood papers. We asked our editors to identify problem areas, and 25 cited organization and staffing problems, including the lack of volunteers or skilled writers, difficulties in gathering information, etc. A second problem area is advertising and finances, which was cited by 19 editors; some said they often lacked support from advertisers and local businesses were "apathetic." Technical and production problems were mentioned by seven editors. One noted the difficulty in finding a printer who was sensitive to the needs of a small paper, and another cited a need for more equipment. Audience circulation and distribution problems were cited by 11 editors. Finding a reliable method for home delivery has been a problem in many situations, and one editor noted the rising cost of postal delivery. Sil Monday, publisher of the Seven Hills News, noted that the $50 it cost to mail his paper in November, 1981, had grown to $73 in early 1982. (See Table 8)

Several editors anticipated changes in their newspapers. The Bulletin (of the Buckeye-Woodland Community Congress) and Fairwood Life may increase in size, and the Coventry Village News is moving from a focus on political issues to neighborhood news. The Detroit-Shoreway Views

TABLE 8
PROBLEMS

Neighborhood newspapers	Problems	Changes
Bratenahl Lamplighter	Org. and staffing, advertising, and financial	Will continue in same form
Buckeye News	Financial, production and inexperienced staff	None
The Bulletin Com. Congress)	Org. and staffing, tech./ production and financial	May increase the paper size
The Bulletin Press . Woodland area)	Lack of equipment and staff	Out of print
Central Voice	Distribution, org. and staffing, finacial, advertising, news gathering and audiece	Out of print
The Community News	Inconsistent distribution, organization and staffing, financial, and a lack of feature articles written by local writers.	none
The Connection	Distribution, org. and staffing	none
e Courier (Mt. Pleasant)	Org. and staffing	Temporarily out of print
Coventry Village News	Over writing, lack of experienced staff	From political voice to neighborhood news
Cranwood Voice (Garfield Hts.)	Financial, lack of support to advertisers, technical and production, and "Failure to create unity ...the paper seemed to separate the community".	Out of print
Crossroads	Financial and advertising	Expand the mailing list and improve the format to a "nicer production"
Detroit-Shoreway Views	Distribution, org. and staffing and news	More community oriented Try to reach larger audience and more ads

TABLE 8
Problems (continued)

Neighborhood Newspapers	Problems	Changes
Downtowner (Downtown Cleveland)	Lack of audience support org. and staffing, news gathering and financial	Out of print
East Cleveland Citizen	Was running smoothly prior to the editors death	If paper continues it is likely to change to fit the new editor
East Side News (originally the Ascension News)	Org. and staffing financial	Out of print
The Express (Coventry)	Org. and staffing, news gathering, and advertising	Out of print
The Fairwood Life	Distribution, financial, news gathering, and problems with the audience	Increase size and content
The Forgotten Triangle	Financial	out of print
The Heights Gazette	Distribution, and news gathering	out of print
Kamms Corners	Artistic and technical problems	Increase size
The Neighborhood Housing Service Newsletter	Financial, and staffing	none
The Neighborhood News (South-east Cleveland Garfield Hts.)	Shortage of reporters	none
Ohio City Redevelopment Association News	Audience felt some socio-economic groups were over-looked	improved coverage of all groups
Old Brooklyn News	Distribution, and advertising	More neighborhood news and less involvement of the CDC
Old Cleveland Gazette	Financing, Advertising local business apathy	To begin publishing on a regular basis

TABLE 8
Problems (continued)

Neighborhood Newspapers	Problems	Changes
Perry News (Perry Home Owners Improvement Assoc.	Org. and staffing, advertising and news gathering	None
The Plain Press	Sporadic publication, financial and staffing	More professional layout
Republic Steel Neighbor	Community resistence staffing	Nome
St. Clair and Suburban News	None	None
The Scoop (Collinwood area)	Distribution, org. and staffing, advertising	More thoroughly investigated stories
The Southeast Today	Insufficient funding, ad sales, and news gathering	Out of print
University Circle Community Coalition	Org. and staffing, reaching area elderly	Appeal to average resident, fit readers needs and requests
Bedford Times-Register. Maple Heights Press	None	None
Broadview Heights Gazette Brecksvilee Gazette	Org. and staffing	improve writing and layout
Garfield Heights Leader	Time demands and finding a printer sensitive to the needs of a small paper	More flambouyant and controversial
Independence Gazette	Org., and staffing	improve writing and layout
Seven Hills News	Delivery and rising postal cost	None

hopes to become more community oriented and reach a larger audience with more advertising. The new Crossroads newspaper plans to improve production values, and the Ohio City Redevelopment Association News hopes to include more neighborhood news and reduce involvement of the parent organization. The Old Cleveland Gazette plans to begin publishing on a more regular basis and the Plain Press anticipates a more professional layout. More emphasis on investigative journalism is a goal of the Scoop, and the University Circle Community Coalition hopes to appeal to the average resident more by meeting readers' needs and requests. The editor of the Garfield Heights Leader hopes the paper will become more flambouyant and controversial, while improved writing and layout are the goals of the Independence, Broadview Heights and Brecksville Gazettes.

CONCLUSION

This overview shows many paths to success, as well as the diverse roadblocks which may result in failure. Clearly, a secure economic base is essential for community newspapers, whether that's achieved by grants, advertising, organizational backing, volunteers, or some combination. Advertising and community acceptance combined with some volunteer assistance is likely to be the only long-term solution for an independent neighborhood paper. However, organizational backing may be equally effective if the newspaper staff can negotiate a supportive but not suffocating role with the mother organization. Neighborhood development groups and citizen organizations with the best interests of the community at heart may act as midwife to new neighborhood papers which subsequently gain greater independence as they mature and develop.

The newspaper summaries which follow also provide support for the view that individuals can make a difference. Nothing precludes devoted residents or teams with "journalism in their blood" from carrying out their vision of Grassroots Journalism. Indeed, like many other neighborhood projects and group efforts, the success and continuation of community papers depend on dedicated individuals willing to commit themselves to long range goals.

SECTION II: SUMMARIES OF NEWSPAPERS

Neighborhood Newspapers in the Cleveland Area

This section of the monograph includes synopses of each neighborhood newspaper and an example of the front page of each. The newspapers included are:

Bratenahl Lamplighter, serving the Village of Bratenahl

Buckeye News, publication of the Buckeye area Development Corporation.

The Bulletin, newspaper of the Buckeye-Woodland Community Congress.

The Bulletin Press, serving Kinsman, Buckeye, and South Woodland areas.

Central Voice, a publication of the Central Area Development Corporation.

The Community News, with east and west side editions published along with the Brookpart News.

The Connection, newspaper serving the Shaker Square area.

The Courier, Mt. Pleasant newspaper.

Coventry Village News, Coventry area of Cleveland Heights.

The Cranwood Voice, former paper serving Ward 1 of Garfield Heights.

Crossroads, A publication of the Crossroads Development Corporation.

Detroit-Shoreway Views, serving the Detroit-Shoreway area on the West Side of Cleveland.

Downtowner, serving Downtown Cleveland.

East Cleveland Citizen, serving that eastside suburb.

East Side News, formerly the Ascension News, serving Larchmere, Woodland, Shaker Square, Mt. Pleasant, Harvard-Lee, Miles-Union, Warrensville Heights, Warrensville Township, and Village of North Randall.

The Express, former city-wide paper initially published out of the Coventry area.

The Fairwood Life, a publication of the Fairwood Community Association.

The Forgotten Triangle, former paper serving the lower Kinsman area in east Cleveland.

The Heights Gazette, serving Beachwood, Cleveland Heights, South Euclid, and University Heights.

Kamms Corners, serving that westside neighborhood.

The Neighborhod Housing Service Newsletter, serving the NHS area, St. Stephens Square area on near west side.

The Neighborhood News, serving southeast Cleveland and Garfield Heights.,

Ohio City Redevelopment Association News, serving Ohio City on near west side.

Old Brooklyn News Notes, serving that neighborhood.

Old Cleveland Gazette, a paper serving the Cleveland Historic Warehouse District in the downtown area.

The Perry News, published by the Perry Home Owners Improvement Ass'n in the St. Clair Avenue area.

The Plain Press, serving west side neighborhoods.

Republic Steel Neighbor, serving the Broadway-Fleet Avenue neighborhoods.

St. Clair & Suburban News, serving the St. Clair area from E. 30th St.-E. 79th St. and along Waterloo Road, and E. 185th St. area in Euclid.

The Sun Scoop Journal, serving the Collinwood area of Cleveland.

The Southeast Today, a newspaper formerly serving the upper Broadway Avenue area.

The University Circle Tenants Union Newsletter, serving tenants in that area.

Bedford Times-Register and the Maple Hts. Press, suburban newspaper.

The Broadview Heights Gazette and the Brecksville Gazette, suburban newspaper.

Garfield Heights Leader, suburban newspaper.

Independence Gazette, suburban newspaper.

Seven Hills News, suburban newspaper.

BRATENAHL LAMPLIGHTER

Editor: Kathy Browning
Address: 11908 Lakeshore Blvd., a publication of the Bratenahl Community Foundation

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HISTORY

The paper began in 1981, in the editor's house. Mrs. Browning has been the only editor, but due to personal resonsibilities, she said the November, 1982 issue would be her last as editor. The paper was formed inorder to maintain communication within the area after the Village schools became part of the Cleveland city school district. Under the old Bratenahl school district, a community newsletter was passed out in the schools. The paper is funded by the Bratenahl Community Foundation.

The Bratenahl Lamplighter is named after Aaron Williams, who used to light the old street lamps in Bratenhahl in the days prior to the electric street lights.

GOALS

Goals identified by the editor as "extremely important" are to try to reach the entire neighborhood with the news, and to communicate with as many different groups as possible in the neighborhood. Bringing in "new blood" to help rejuvenate the area is "very important," while maintaining ethnic and racial harmony in the area is "somewhat important." Areas identified as "not a goal at all" are to: help improve the physical appearance of the area, keep the neighborhood informed about political issues, help people obtain home improvement loans at low interest rates, help poorer people stay in the area, help stores and shops stay in business in the area, and to reduce crime in the neighborhood.

ORGANIZATION

There are 3 part time volunteer staff members who work on the paper. Kathy Browning and Lisa Bostnar Salak do all the writing and Chuck Salak handles the production aspects. None of the positions are considered to be multi-dutied.

Editorials are avoided and political candidates are not endorsed. The major sources of news are the police Chief, the mayor, and a reporter who covers City Council. There are no correspondents from outside of the city, and national or international news is not published. Other organizations supplying the paper with news are the Boy Scouts and the Recreation Commission.

PRODUCTION

Articles are sent to Hartco in Columbus with print size specified. The printed articles are sent back to Bratenahl for layout and paste-up. The paper is then sent back to Hartco for final printing and mailed back to Bratenahl. The editor, who is in charge of production, claims that this method is the least expensive way she has found to get the job done.

ADVERTISING

Advertising is accepted by the paper. Additional funding comes from the local foundation and individual support. All of the ads come from small local businesses and usually occupy about 5% of the total space. The paper also has a regular classified section, offering free space to Bratenahl residents.

CONTENT

All of the content deals with local neighborhood concerns. Stories identified as appearing in "several stories per issue" are: civic groups, clubs, organizations, celebrations, a calendar of area events, features about interesting personalities in the area, and new briefs about personal things going on. Appearing in "every issue" are village council minutes, and a story about some historic aspect of Bratenahl. Stories appearing less often than every other issue are: business, sports, neighborhood problems and issues, news of redevelopment efforts, information of the redevelopment association, and information on how to get needed social services. "Almost never" appearing are: religious topics, neighborhood politics, city politics, crime and courts, news about block clubs, reports on how city-county governmental activities affect the area, and news of ethnic groups in the area.

Future changes are expected as a result of Kathy Browning leaving her position as editor.

AUDIENCE

The Bratenahl Lamplighter has a press run of 900. Delivery children pass out 825 of these issues, one going to every house in the Village. Thirty issues are mailed outside of the community, and the rest are kept by the editor.

The editor learns about the reader through personal contact, since she has not received very many letters to the editor.

BRATENAHL LAMPLIGHTER

SPONSORED BY BRATENAHL COMMUNITY FOUNDATION

Volume I, Issue 11 September, 1982

Rec Commission's Fall Program

The Bratenahl Recreation Commission will operate a fall evening program on Tuesday and Thursday nights from October 12th through November 4th at the Brighton Road School.

Tentative offerings will include aerobic dance and Calisthenic classes, various craft classes, a plant clinic, a CPR course, and a computer course. Both volleyball and basketball activities are also being planned as well as a film program.

A brochure offering further information on the above programs as well as a registration slip will be circulated shortly.

LAMPLIGHTER SAYS THANK YOU!

Sponsor
Rose Hovarec

Patron
Mrs. Lynda Britton

General Contributor
Harold Flickinger

Village of Bratenahl Family Halloween Festival Sunday October 31, 1981

10:00 - 1:00 P.M.
PANCAKE & SAUSAGE BREAKFAST
1:00 - 5:00 P.M.
KIDS IN COSTUMES
HALLOWEEN ACTIVITIES
SQUARE DANCING
HALLOWEEN MOVIES
HAYRIDES
STORYTELLING
MORE
FREE CIDER & DONUTS
WHERE: BRIGHTON ROAD SCHOOL
SEE FLYER FOR DETAILS

TROOP 301-BOY SCOUTS OF AMERICA

Plans have been set for the TROOP 301 ANNUAL CHICKEN BAR-B-QUE. The dinner will be held on SATURDAY AFTERNOON, SEPTEMBER 25, 1982 starting at 4:00 PM and closing at 6:00 PM. The location will once again be at the VILLAGE PARK next to Village Hall on Bratenahl Road. Tickets this year will be $3.75 each and young children may split a dinner. The Scouts will be going door to door on Saturday, September 11 and Saturday, September 18 to sell tickets, or you may contact any Scout (see list below) or either Garin Wiss (851-1230) or Roger Flanagan (451-0197) for your tickets. This is the Scout Troop's ONLY FUND RAISING ACTIVITY during the year and the proceeds go towards their camping activities as well as their equipment requirements. In the past year, funds were spent sending one boy to the National Scout Jamboree in Virginia, three boys to summer camp at Beaumont, the entire Troop on a trap and skeet shoot, and to purchase needed camping equipment and supplies. Your continued support of this worthwhile activity is deeply appreciated by the Scouts.

Earlier this summer the Troop went on a four day/three night camping trip which included an overnight stay near Nelson's Ledges State Park at the facilities of P.L.A.V. (Polish Legion of American Veterans) and a full day of rock climbing and rappelling at Nelson's Ledges. The boys rappelled both 80' and 110' shear faces numerous times. They then journeyed to Gates Mills where they camped on a bluff 50' above the Chagrin River on property owned by Dr. Hudson Fowler, III. Several river swims in the rapids, Scout games and activities, and new Scout initiations highlighted the outing.

PROBLEMS

The major problems identified by the editor are organization and staffing, financial, and advertising. Mrs. Browning anticipates the paper will continue in some form after she leaves her position as editor.

BUCKEYE NEWS

Editor: Bob Walton
Address: 11818 Buckeye, a publication of the Buckeye Area Development Corporation.

HISTORY

The Buckeye News published it's first paper March 1, 1981. Mr. Walton had been with the Buckeye Area Development Corporation (BADC) for one year prior to editing the organization's newspaper. BADC wanted the paper to "help enhance community pride," said Mr. Walton.

GOALS

Goals identified by the editor as "extremely important" for the Buckeye News are to: try to reach the entire neighborhood with news, communicate with as many different groups as possible in the neighborhood, help reduce crime in the neighborhood, maintain ethnic and racial harmony in the area, and rejuvenate the spirit of community residents and improve outsiders perception of the area. Goals rated "very important" are to: help improve the physical appearance of the area, help stores and shops stay in business in the area, and bring in "new blood" to help reuvenate the area. Identified as "somewhat important" goals are: help people obtain home improvement loans, and help poorer people stay in the area. Keeping the neighborhood informed about political issues was not a goal at all.

ORGANIZATION

Since the paper is a quarterly publication, nobody works exclusively for the paper full time. Two full time employees of the BADC, Bob Walton and Anne Friedrich, work on the publication. Three writers, one photographer and one arts and graphic person assist in the production of the paper. All people are paid according to the amount of work done.

Editorials are written by the editor on topics which highlight the Buckeye area. Political candidates are not endorsed.

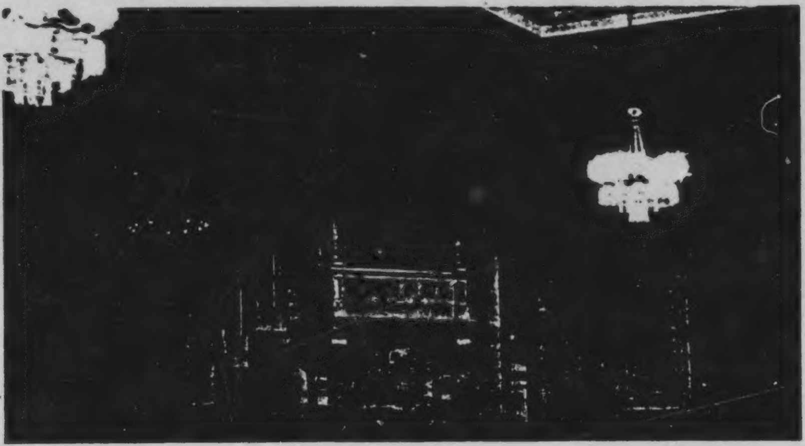
The major sources of news are from area residents, neighborhood leaders and one assignment reporter. The Buckeye News does not have any correspondents from outside of the neighborhood and does not cover national or international news.

buckeye news

Vol. 1 No. 2 * June 1982

Published by the Buckeye Area (Cleveland) Development Corporation •11818 Buckeye, Cleveland, Ohio 44120

BADC: Summer festival returns to Buckeye



The beauty of the Moreland Theater will be on display during the Buckeye festival when the Lake Shore Brass Quintet performs a concert on its stage.

There'll be feasting, singing and dancing in the streets when thousands of local residents and Greater Clevelanders assemble on Buckeye for a summer festival this July.

The festival, which is being revived after several years absence, by the Buckeye Area Development Corporation (BADC), will be held Saturday, July 17, from 4 to 9 p.m. along Buckeye Road between East 116th and East 130th streets.

Festivities will begin at 3:30 p.m. with a parade featuring representatives from a variety of neighborhood groups and several marching bands. The parade will proceed east on Buckeye from East 117th Street to South Moreland. When the parade reaches its destination, the festival will officially begin.

Festival-goers will be greeted at the fair by sidewalk vendors of home-made ethnic foods and arts and crafts, as well as strolling jugglers, pantomimists, minstrels, and other street performers.

Continuous live musical entertainment will be provided from two main stage areas, including folk, blues, jazz and rock bands. There'll be Hungarian folk dancing, square dancing, and informational booths sponsored by local community groups.

Highlighting the day's festivities will be the Lake Shore Brass Quintet, which is composed of several members of the Cleveland Philharmonic Orchestra.

The quintet will perform on the stage of the beautiful Moreland Theater, the interior of which is stunning in its architectural design.

"Lake Shore" will begin playing at 6 p.m. Their repertoire includes a lively rendition of Hungarian dance songs. This will be the only indoor performance during the festival.

The Church of God in Christ; directed by Bishop R.L. Chapman, has graciously provided the theater for the performance.

Jayne Zborowsky, chairwoman of the BADC's Board of Trustees, said the board decided to sponsor, plan and coordinate the festival because it enables residents of Greater Cleveland "to experience first-hand the rich ethnic and cultural diversity which exists in the Buckeye neighborhood."

According to trustee Lucille Hornick, the festival provides an opportunity for community residents to gather together socially and demonstrate their pride in the community.

A multitude of arrangements necessary for a successful summer festival are being coordinated by BADC Executive Director Bob Walton, Assistant Director Anne Friedrich, and Lori Minnello, who is responsible for recruiting vendors and entertainers, and generating publicity for the event.

Friedrich said the festival has the support of many local merchants who have shown their cooperation by either agreeing to keep their stores open during festival hours, or by allowing outside vendors to use the sidewalk space in front of their stores for booths and displays. The BADC staff also cited the cooperation of Councilman Ken Johnson as an asset which has facilitated festival planning.

Buckeye Road, between East 116th and East 130th streets, will be closed to thru traffic from 2:30 to 9 p.m. the day of the festival. The Buckeye auxiliary police unit will be on hand to help the Cleveland police insure the safety of festival patrons.

According to Walton, "With the assistance of volunteer committee members, the staff and trustees are working diligently to coordinate the fair. We plan to make the festival an annual event which thousands of Greater Clevelanders will look forward to attending every summer."

PRODUCTION

The paper is printed by offset press at Orange Blossom Press. Lisa Oppenheim is in charge of production.

ADVERTISING

Ads are solicited by the editor from small local business located on Buckeye and large corporations with facilities located in the area. Advertising currently occupies about 50% of the paper's space. Classified ads are not put in the paper now, but Mr. Walton said that it may possibly print them in the future.

Additional funding is received from a Gund Foundation grant to the BADC.

CONTENT

Roughly 80% of the news content deals with local neighborhood news, with the remaining 20% covering city-wide topics. Topics appearing in "several stories per issue" are: business, civic groups, clubs, organizations, celebrations, neighborhood problems and issues, features about interesting personalities in the area, and news of the redevelopment efforts. Appearing once per issue are: entertainment, crime and courts, a calendar of area events, information of the redevelopment association, reports on how city-county governmental activities affect the area, information on how to get needed social services, news of ethnic groups in the area, and news briefs about personal things going on. News about block clubs appear less than every other issue. Never appearing are stories about: religious topics, sports, neighborhood politics, and city politics.

Included in every issue is an article written in Hungarian.

AUDIENCE

There are 8,000 copies of each issue of the Buckeye News printed. Of these copies, 3,000 are distributed in downtown Cleveland in an effort to improve outsiders perceptions of the area. The remaining 5,000 copies are mailed out to subscribers and distributed to about 20 locations in the Buckeye area.

The editor learns about his readers through the BADC. The editor tries to be responsive to the requests of the readers. For example, the paper has emphasized a campaign to reduce crime as the result of a reader's request. Letters are very important and Mr. Walton reports receiving an average of 30 letters per issue.

PROBLEMS

The editor said financial problems exist, largely due to the dependence on outside production. At the present, ads pay for only 50% of the paper's production cost. Production problems exist due to the length of time required for production (usually 3 weeks).

The editor said that the staff's lack of journalistic experience has been countered through hard work.

THE BULLETIN

Editor: The publication has no editor
Address: 2787 Ambler, publication of the Buckeye-Woodland Community Congress.

HISTORY

The Buckeye-Woodland Community Congress began "The Bulletin" in 1974 at the group's headquarters. The paper was begun to provide information to members of the group and the neighborhood as a bi-monthly publication with 700-1,000 copies. The paper is now published quarterly with a circulation of 6,000, according to Sandra Kluk, executive director of the Buckeye-Woodland Community Congress (BWCC).

GOALS

Goals identified as "extremely important," to the paper are: trying to reach the entire neighborhood with news, communicating with as many different groups as possible in the neighborhood, helping to improve the physical appearance of the area, helping people to obtain home improvement loans at low interest rates, helping the poorer people stay in the area, helping stores and shops stay in the area, helping reduce crime in the arera, and maintaining ethnic and racial harmony in the area. "Bringing in 'new blood' is not very important and "keeping the neighborhood informed about political issues" is not a goal at all.

ORGANIZATION

The paper is put together by the director and two staff members of the BWCC. These individuals are full-time employees of the parent organization, and are therefore paid for their work on the paper, although this is not their only responsibility.

No editorials are published.

All news is oriented to the organization's involvement in the neighborhood. There are no correspondents; the staff writes the news as gathered from groups and organizations. National or international news is published only when it is directly applicable to the neighborhood. The paper is not supplied with news by any organization.

PRODUCTION

The newsletter is put out as a flier and is usually one 14 x 8 1/2 inch page mimeographed on both sides.

ADVERTISING

Because of organizational constraints and its small format, the Bulletin accepts no advertising. The paper and the organization are funded primarily by foundations, with additional support coming from internal fund-raisers, such as street fairs, "reverse" raffles, and "Las Vegas Nights." There is no classified section.

CONTENT

Some 90% of the news is about neighborhood concerns or city-wide issues, and 10% about national topics. Topics appearing in "several stories per issue," include: civic groups and organizations (the paper's own organization is the is the subject of much news content), neighborhood problems, news about block clubs, news of redevelopment efforts (perhaps the paper's most important cause), and news briefs about area groups. Stories dealing with crime and courts appear "only once per issue." Information of the redevelopment association and reports on how city-county governmental activities affect the area appear in "every other issue." News of area ethnic groups appear less often than every other issue. Content topics "almost never" published include: entertainment, religious topics, business, sports, neighborhood politics, city politics, calendar of area events, features about interesting personalities in the area, information on needed social services, and news briefs on personal events.

AUDIENCE

The Bulletin has a circulation of 6,000, with an estimated readership of 4,000. It is distributed by a flier network where "street captains" deliver the publication to homes on their streets. The staff's time is mostly involved with organizational matters such that they learn of the readers' interests from input provided to the Buckeye-Woodland Community Congress. The newsletter does try to be responsive to the readers' requests, and the staff considers letters from readers "very important."

PROBLEMS

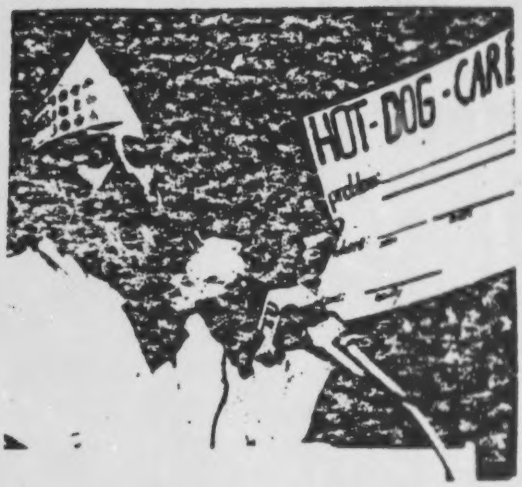
The problems the Bulletin experiences are organization and staffing (insufficient time available to the staff members), financial, and technical/production. The use of an effective writing style was identified by the editor as very valuable. In the case of the Bulletin, this would

64

THE BUCKEYE • WOODLAND
COMMUNITY CONGRESS
BULLETIN

VOL - IV March/April 1979 Cleveland, OH

POWER



Five years and Growing Stronger was not just the theme for this years's convention but was the reality. Over 1,000 people participated to make this years convention the biggest, most exciting convention in the 5 years of the BWCC.

Between the important business of electing the Executive Board and pasing resolutions the convention was highlighted with one event after another. The Stray Dog Committee had a "Hot Dog Salesman" announce the "Hot Dog Program." The Insurance Redlining Committee accepted the "Mission Impossible" challenge of getting Insurance companies to meet with the BWCC and write insurance in the BWCC area. The CRA Committee sang "If I had a Million" and dedicated itself to force banks to reinvest in Buckeye Woodland.

The Convention crowd then sang together "Happy Birthday" and enjoyed cake and champagne as the day came to a close.

Living together, Singing together and working together has made the BWCC the strongest organization in Cleveland, and will keep us growing stronger everyday.

include a strong commentary style of writing regarding rehabilitation efforts and related institutions such as banks.

According to Sandra Kluk, The Bulletin may increase it's size sometime in the near future, however the newsletter is no longer a high organizational priority.

BULLETIN PRESS

Editor: Cleo Busby
Address: 7100 Kinsman, formerly published by it's
parent organization; The Kinsman Opportunity Center

HISTORY

The first issue of the Bulletin Press appeared in December, 1979. The Paper stopped publishing in February, 1981 due to cuts in federal and state funding to the paper. It was housed in the Kinsman Opportunity Center and had filled the void left by its predecessor, the Forgotten Triangle (see separate listing). The publication's costs were completely supported by a CETA grant.

GOALS

The editor qualified all but one of the suggested goals as either expremely important or very important. Those goals considered as extremely important were: trying to reach the entire neighborhood with news, communicating with as many neighborhood groups as possible, helping stores and shops stay in business, and maintaining racial and ethnic harmony in the area. The editor said the paper also tried to put people in contact with the proper agencies.

ORGANIZATION

The paper had three full-time staff members (the editor, an executive secretary and a staff secretary) and three part-time members (the lay-out editor, news editor and a general assignment reporter). Everyone was paid, and all positions were considered multi-dutied. All salaries were paid out of the CETA funds. Both the news editor and the editor wrote the paper's editorials, which were on such topics as self-help motivation, neglect of the elderly, desegregation and community pride. Because of its federal funding, the paper did not endorse any political candidates.

The major sources of news for the paper in addition to assignment reporting were communications from block clubs, press releases, and communications from readers. The paper did have correspondents within the neighborhood and from outside the neghborhood (Chicago, Toledo and Columbus). The only national or international news published was that which directly affected the neighborhood. Those organizations which supplied the paper with news were street clubs (block clubs) and community organizations such as the Buckeye-Woodland Community Congress.

VOL. 3
NO. 2

THE BULLETIN PRESS

Serving The KINSMAN • BUCKEYE • WOODLAND AREAS

FEB
1980

column 1

Editorial

C. L. Busby

WHAT IS MOTIVATION?

Mo'ti-va'tion-To stimulate to action; provide with an incentive or motive. This is the way the American Heritage Dictionary defines what motivation means.

But to many young people in our community, motivation is described as a feeling of accomplishment and also that someone has recognized their achievements. That someone is usually parents and friends.

Many parents, because of economic conditions, don't have the money to invest in their childs dreams, which sometimes causes the child to lose the enthusiasm that is so important to a career person.

If you don't have the finances, at least consider another important investment. TIME.

The time it takes to sit down and talk to your child about his or her future. The time to go watch your son play in a football game, or hear your daughter sing with a group.

Just knowing that parents support their dreams means the world to these young people who do need MOTIVATION. By knowing that YOU as parents believe in what they're doing, more of our young people will respond positively and try harder to reach their full potential.

We Welcome Opinions

WE WRITE FOR YOU BUT WE LIKE TO READ TOO. Write us your opinions, comments, and criticisms. Send To:

Letters to the Editor
Bulletin Press/3230 East 93rd
Cleveland, Ohio 44104

State Representative Active

State Representative Active

By Eddy Scoop Simms

One of Cleveland's most dynamic politions, State Rep. Troy Lee James has been most effective in representing the people who elected him by serving beyond the line of duty in his efforts to better conditions for all.

Mr. James used in his campaign platform the statement that he wanted to be elected to serve the people and he would never leave the area.

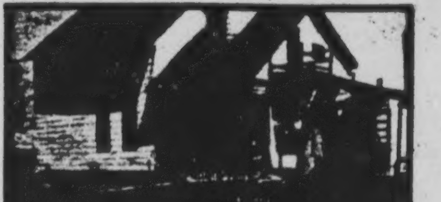
He has backed up his promise by remaining in the area, remodeling his home, raising a successful happy family, and keeping active his store in the area, to serve many old time residents, keeping them from making shopping trips out of the area where problems and harm would have confronted them.

Mr. James, a seasoned, clever, dedicated politician has kept a low profile and stayed away from the role that the average publicity seeking official seems to thrive on.

But, check his track record of service, Mr James has been involved in all issues pertaining to our community betterment.

Mrs. James, his devoted wife is just as sincere and devoted to serving the people as Rep. James is which added a lot to the making of Rep. James, a Damn Good Leader...

Jimmy James, his brother, is also active in the community serving the area residents from his delicatessen located at East 43rd and Cedar ave.



Empty House Remains

The above house with a few repairs would be livable for quite a number of years and two families who are looking for a residence or living in a substandard house could be there and content.

This may appear to some as just a photo of an empty house, however if you take a good look and think, you may come up with the fact that this is part of the reason the inner city is becoming slowly the area of vacant lots and empty houses filled with debris.

The owner of the above home is unable to be located and it appears that this house has been sitting there empty for over a year.

It has not been stripped yet, due to the fact that the near-by residents are hard working civic minded families that will not tolerate vandalism without reporting to the authorities. Yet there are many good homes in our area that are not that lucky.

PRODUCTION

The editor was in charge of production. The paper was completely laid-out as photo-ready at the news office and printed by offset at the Call and Post's facilities.

ADVERTISING

The Bulletin did not sell ads because of its federal funding. The few ads which were published were free and only for non-profit organizations. The paper did not have a regular classified section, although the editor considered it a viable feature. With this publication, a classified ad would necessarily be free, again because of the federal funding.

The CETA funding, channeled through the Council of Economic Opportunities of Greater Cleveland, was available to the former Forgotten Triangle publication, but, according to the editor of the Bulletin, the Triangle's staff chose the option of going out of print rather than comply with the regulations and red tape involved with federal funding.

CONTENT

According to the editor, 90% of the paper's content dealt with local neighborhood concerns. Those content catagories rated as appearing in several stories per issue were: civic groups and organizations, neighborhood problems and issues, features about interesting area personalities, and information about needed social services. Types of content identified as appearing in one article per issue were: business, neighborhood politics, crime and courts, block club news, redevelopment news, information about redevelopment associations, reports on city-county governmental activities which affect the area, and news briefs about personal events. Those topics which were never or almost never published included: entertainment, sports, city politics, a calendar of events and news of ethnic groups in the area. The editor added that a "grape vine" gossip column was important to the paper's readers.

The paper had sharpened its focus on direct community news with Mr. Busby as editor.

AUDIENCE

The number of printed copies of each Bulletin issue was 6,000. The editor estimated a readership of 6,000 - 8,000. The publication was free, and distributed through mail subsciptions and by stores and organizations. The paper had changed to fit the needs or requests of its readers, mostly in terms of becoming more attentive to certain community problems, such as needlessly vacant houses or unlawful trash-dumping sites. The paper had learned about the readers' needs through phone calls, letters, and personal contact. As do many neighborhood editors, the Bulletin editor thought highly of readers' letters, not only because they informed the paper of what the community needed, but also because they were a good indication that the paper was being read.

PROBLEMS

Aside from the funding problems the Bulletin also experienced technical and production problems resulting from a small staff. Based on his experience, Mr. Busby would suggest to other neighborhood editors that a staff largely comprised of experienced members is vital.

"There is a definate need for community papers, and a good future. Each community should have one. There would be better trust between citizens and organizations," said Mr. Busby.

THE CENTRAL VOICE

Editor: Out of print
Address: 3710 Central Ave.
Cleveland, Ohio 44115

HISTORY

The Central Voice began publishing in 1979, intending to run as a monthly. Financial difficulties intervened, however, and publication soon became intermittent. About 15 issues had appeared by Summer, 1981, when the paper ran out of money and ceased publication. It is now "dormant," but would like to begin publishing once again, according to James W. Calgie, the executive director of the Central Area Development Corporation (CADC).

Calgie said funding was provided mainly by the organizations represented on a board of trustees, composed of up to 15 representatives from such organizations as the CADC, the Central Area Multi-Service Center, Trinity Cathedral and Friendly Inn Settlement. Interpersonal and organizational clashes over ownership and management within the board led to diminished contributions. Calgie said he applied for funds to the Cleveland Foundation two or three times but was turned down. He might try again.

A program funded through the Comprehensive Employment and Training Act (CETA) tried to develop writing skills in neighborhood youths, who were to serve as reporters. But the several teenagers involved lost interest when funding ran out and the stipend they were receiving was cut off. Attempts to keep the paper alive with a volunteer editorial department were not successful.

GOALS

Calgie said he wanted the paper to improve communication and increase pride in the neighborhood. This could be done by writing about the community's organizations but, more importantly, by writing about its people. He hoped they would come to regard the paper as theirs, and think of the community with pride.

Calgie wanted to "recognize" young people, for example, who sometimes get involved in vandalismn or other criminal activites in search of attention. And he wanted to recognize community leaders, who sometimes "get in a bind" and become estranged from the people they represent. It is a matter of of giving people "a pat on the back once in a while." This would increase feelings of pride both at the community and individual levels.

"My feeling was, if we could get that sort of thing done, in time we could pull a group of people together to revive the community," Calgie said.

Goals considered "extremely important" were: communicating with as many different groups as possible in the neighborhood, keeping the neighborhood informed about political issues, helping people obtain home improvement loans at low interest rates, and helping reduce crime in the neighborhood. "Very important" goals were: trying to reach the entire neighborhood with news, bringing in "new blood" to help rejuvenate the neighborhood, and maintaining ethnic and racial harmony in the area. A "somewhat important" goal was to help improve the physical appearance of the area. "Not very important" goals were helping poorer people stay in the area, and helping stores and shops stay in business in the area.

ORGANIZATION

Except for the editor, who received a part-time salary, all other staffers were volunteers. They consisted of a secretary, a treasurer and a president. The editor's duties included gathering information, coming up with story ideas, laying out the paper and taking it to the printer. He also distributed the paper with the help of board members.

Editorials were written by the editor after discussing policy with the board. Topics included youth programs and "some political activities." The paper did not endorse political candidates.

The editor and board organizations were the main sources of news. Others were the Cleveland Metropolitan Housing Authority, Vocational Guidance and Rehabilitation Services, and Eagles Nest. There were no news correspondents from the neighborhood, although the paper received letters occasionally. "From time to time" people outside the community asked for notices (ads) in the paper.

The only references to national or international news occurred in editorials which would "allude to state-wide things of concern" to the community, Calgie said.

PRODUCTION

The editor was in charge of production; printing was done by the Call and Post.

ADVERTISING

Calgie said advertising soliciting "wasn't done to the degree that it should have been" and that it only began to improve "at the end." Ad content was about two to three percent. The ads were sold by the editor and by members of the board, who planned to "drop off" as the paper gained

Non-Profit Organization
U.S. Postage
PAID
Cleveland, Ohio
Permit No. 4418

West CENTRAL NEWS

Vol. I No. 5 March, 1977 10¢/Sample Copy

Attendance lags in area's schools

Poor school attendance is something that has been perplexing school officials for years.

Why do parents keep their children out of school unnecessarily? What makes a child become traunt? How can we get across to parents the importance of making sure their child is in school everyday possible?

These are just a few of the questions befacing attendance workers and other school officials as the attendance problem becomes paramount.

Several school officials expressed their concern about school attendance when contacted by West Central News.

"Our attendance situation has been improving. The only big problem we have is with those students who are absent every day," said Frank Huml, principal at Central Jr. High.

He added, "School attendance is still a big problem for us, and I'm sure it's a problem in the community. Some of those kids who aren't in school are out in the community doing things they shouldn't be doing."

Research done by Michael Beaman of the Friendly Inn Settlement House's Youth Outreach Program provides some interesting statistics on the school attendance at three West Central schools: Kennard Junior High, Central Junior High and East Technical High.

At Kennard, the student enrollment is approximately 677 students. The average daily attendance is only 564, according to the figures, which means that there are an average of 112 students absent each day.

There are 783 students enrolled at Central. Of that total only 650 show up for school each day the figures show.

East Tech shows a total of 2,182 students enrolled. The average daily attendance is 1,663, which indicates that there are some 519 students absent, on the average, daily.

One of the problems attendance workers have in dealing with absenteeism is ascertaining which of the absent students are absent for valid reasons and which are in fact truant.

According to James Boles, headworker for attendance for the East Tech and South High districts believes the problem is in defining truancy more than anything else.

"We haven't really spelled out truancy because it comes under at least nine different categories as I see it," said Boles.

Boles said that it is likely that parent negligence contributes to truancy but that it's very hard to determine the extent of parent negligence.

There are different procedures for handling truants, said Boles. Usually the child is taken to Juvenile Court where he is placed on probation for first offense, Boles said.

"Sometimes it works and sometimes it don't," he said, it can make the parent more conscious of the need to send the child to school.

"There's too much truancy in the area right now, but we're better off now than we've ever been."

Emma L. Minor, principal at Longwood Elementary School also feels that parents contribute a great deal to the truancy problem.

"Parents keep their children out of school for reasons like babysitting or 'he has to sit here while I go to school'. They don't realize that every day the child misses is a setback," said Mrs. Minor.

With the limited staff there is to deal with the attendance situation, it appears the problem might get worse before it gets better.

West Central group purchases old clinic

The West Central Area Development Corporation has purchased the old East 35th Street Clinic from University Hospitals for the price of one dollar.

The acquisition of the building is viewed by WCADC officers as an example of the organization's commitment to the West Central area.

In collaboration with Ward 12 Councilman Lonnie L. Burten, WCADC has been working on the purchase of the old clinic for several months, according to WCADC president Preston Terry.

Terry said that total expenses for the purchase of the building came to about $300. That, he said, includes closing costs, insurance and other necessary expenses.

As it stands now, the building will house the Central Community Cultural Center, which Terry said will feature a wide variety of programs. Terry hopes the center will rival Karamu House, noted for its accomplishments in Black theatre.

According to Terry, current plans are to have dancing and cooking classes, along with courses in Black History.

Terry said that the basic plan is to model the center after the Irma Lewis School of Fine Arts in Boston, which he calls "one of a kind."

Acquiring the building represents the end of a long and tedious process, Terry said, involving several revisions of the original proposal by Oye Adeyemon, local African dance and drum teacher.

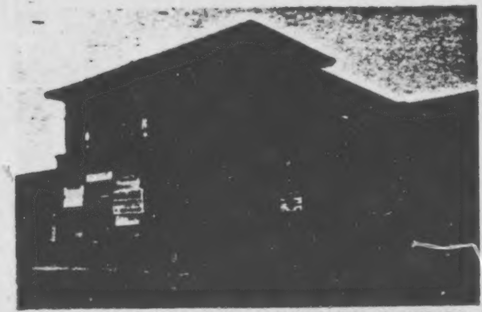
Terry said that Adeyemon, along with Paul Hill, an associate professor at Dyke College, wrote a proposal to the Cleveland Growth Association that planned to use the building to establish an "African Cultural Center."

Terry hinted that the proposal was turned down because of the word "African" being attached to it.

He said the entire proposal was revised and presented to the Cleveland and Gund Foundations in December of 1976.

In explaining WCADC's position on the cultural focus of the center, Terry said, "We want to go beyond the African heritage. We want to also deal with people like Dunbar, Garvey and Malcolm."

James Calgie, executive director of WCADC, said that the mere purchase of the building represents a chance to involve community folk in an educational sense — the process of renovation, etc.



RENOVATION — the purchase of this building by WCADC could mean the cultural awakening of West Central residents if proposals go through.

CLOSED DEAL — shown handing over the keys to the building at East 35th St. is University Hospitals president Charles Womer. Womer is handing the keys to James Calgie, as Councilman Burton (C) and Preston Terry look on.

Where are your children?

If you haven't asked yourself this question recently, then maybe you should pay close attention to this article.

In recent research done on the Truancy problem in the Central area, astonishing, but also disappointing, statistics were found. In the Central area there are three high schools they are: Kennard Junior High, Central Junior and East Technical Senior High. Central Junior High and East Technical Senior High, research done on each of these schools show a definite Truancy problem.

The attendance office for Central area High Schools is located at East Technical High School. No doubt every school has truancy problems. However, the issue is being able to deal with such a vast problem as truancy. So by the attendance office having limited staff, only a part of the problem can be alleviated. Nevertheless, the cooperation at East Tech has helped in attempts to motivate the parents toward realizing some issues of truancy.

However, it is imperative that parents help in finding solutions to this problem.

momentum. Advertisers were grocery stores and shops in the area. The paper had no classified ad section, although plans were to start one when the paper "started putting out 100,000 copies."

CONTENT

About 85 to 90 percent of articles in the paper were about local neighborhood concerns. With the exception of 1 or 2 percent devoted to national or international topics, the remaining content was devoted to city-wide issues.

Calgie said it was the paper's intent to write stories in several of the suggested categories; however, funding, organization, knowledge and staffing proved insufficient or inadequate. Content types identified as appearing in "several stories per issue" were news about: civic groups, clubs, organizations, celebrations, and features about interesting personalities in the area. Appearing "once per issue" were stories about: business, sports, neighborhood politics, neighborhood problems and issues, crime and courts, calendar of area events, news of redevelopment efforts, and information of the redevelopment association. Appearing "every other" issue were stories about: city politics, and news of ethnic groups in the area. Religious topic appeared less than every other issue and topics concerning entertainment, news about block clubs, reports on how city-county governmental activities affect the area, information on how to get needed social services, and news briefs about personal things going on were almost never mentioned.

AUDIENCE

Calgie said the circulation was about 1,000 and he estimated the readership to be 500 families.

The paper learned about reader's interests through "the board's involvement," according to "what they thought would be needed from their experiences."

PROBLEMS

The paper had problems in distribution, organization and staffing, financial, advertising, newsgathering, and to a lesser extent, audience. The greatest difficulty was financial. Calgie recommended to others trying to start up a paper to make sure funding is available and sufficient so that all staffers can be paid. He said staffers should have at least the rudiments of professionalism. If they are volunteers, they should understand what is involved in putting out a paper. Things have to be done on time, for example, and there is a need for continuity, for the same people to remain invoved with the project.

COMMUNITY NEWS

Editor: Charles Huffman
Address: 6501 Euclid Ave.

HISTORY

The Greater Cleveland Community News began publishing in 1968, according to Charles Huffman. Mr. Huffman is the original founder and the current editor of the paper. The paper was originally housed at 3927 Woodland Ave. and moved to 6300 Euclid Ave. in 1969. The publication finally settled in at the present address in 1971.

During 1982 the Community News has expanded into other communities. There are presently three papers published: The Community News (east side), The Community News (west side), and the Brookpark Community News. Different news is published in each publication, and Mr. Huffman is the editor of all the papers.

The Community News is planning to expand into East Cleveland to fill the void left by the discontinuation of the East Cleveland Citizen.

GOALS

Goals identified as "extremely important" for the papers are to: try to reach the entire neighborhood with news, communicate with as many different groups as possible in the neighborhood, help improve the physical appearance of the area, keep the neighborhood informed about political issues, help stores and shops stay in business in the area, help reduce crime in the neighborhood, and bring in "new blood" to help rejuvenate the area. Identified as "not a goal at all" are to: help people obtain home improvement loans at low interest rates, help poorer people stay in the area, and maintain ethnic and racial harmony in the area.

ORGANIZATION

There are 8 full-timers working for the Cleveland papers and 3 working in Brookpark. All full-timers are considered multi-dutied. There are 15 carriers in Brookpark and 25 carriers in Cleveland who work part-time for the paper.

The paper does print editorials usually written by the editor. The primary topics of these editorials deal with political, community, and civic concerns. Political candidates are endorsed on all levels from local to national.

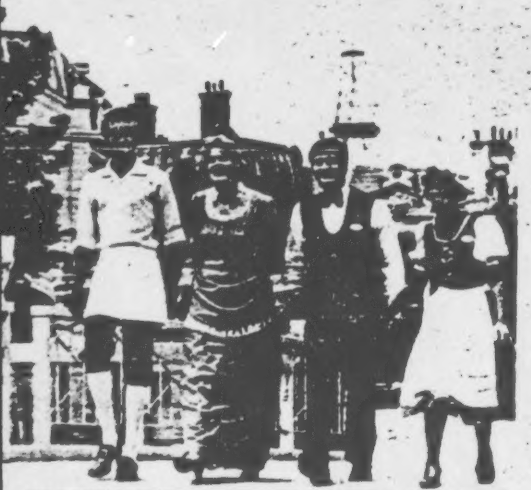
THE GREATER CLEVELAND
COMMUNITY
NEWS

WE'RE PROUD OF CLEVELAND

COMPLIMENTARY

VOL. 14 NO. 8 OVER 100,000 READERS WEEK OF OCTOBER 15

WALT DISNEY WORLD SETS OPENING FOR EPCOT CENTER



CROSSING OVER – Costumed employees of the new Walt Disney World Epcot Center head for their assignments in World Showcase during opening weeks of the new $800-million international showpiece. Shown crossing the first-ever bridge between the two "nations" the French pavilion employees are shown in the center flanked by a host and hostess from the United Kingdom pavilion.

LAKE BUENA VISTA, Fla. – Walt Disney World began a new era in entertainment on October 1 with the opening of Epcot Center, an $800-million showplace that spotlights futuristic ideas and technologier along with the natural histori. and splendors of many nations.

Special premiers and inaugural events for the October "preview" month will continue through the Grand Opening Weekend, October 22-24. The special events will be part of a CBS television special Monday, October 25 at 8 p.m.

In two major theme areas --Future World and World Showcase -- Epcot Center introduces new dimensions in entertainment based on man's achievements and future possibilities.

The 260-acre complex has thrilling ride-through adventure shows and visual attractions that demonstrate past, present and emerging wonders of the world.

It is described by its designers at WED Enterprises, the Disney "imagineering" firm, as a permanent World's Fair of imagination, discovery, education and exploration that will never be completed.

Future World, with six major pavilions sponsored by leading U.S. companies, presents themes on communications, energy, transportation, agriculture and imagination. Participating companies include Exxon, General Motors, the Bell System, Kraft, Kodak, Coca-Cola, American Express and Sperry.

Thetae structures include one building shaped like a giant wheel, another with a two-acre roof covered with solar energy cells. The dominant building, however, is the symbol of Future World and Epcot Center--a shining 180-foot-high geosphere standing 15 feet above ground on huge legs.

World Showcase, encircling a 40-acre lagoon beyond Future World, presents the architectural, social and cultural heritages of nine nations. One of the most impressive productions is in The American Adventure. It is a centerpiece among the scenic landmark pavilions of Canada, the United Kingdom, France, Japan, Germany, Italy, China and Mexico.

They contain authentic restaurants, shops, live shows and filmed tours to create the feeling of visiting each nation. A cast of 450 "Audio-Animatronics" figures performs throughout Epcot Center's theme shows and productions. Programmed by electronics to move and speak, the characters range from singing vegetables to 20-foot high dinosaurs that move, breathe and chomp food to life-size human figures that not only move and talk but show emotion. In The American Adventure one of the narrators, Benjamin Franklin, becomes the first "Audio-Animatronics" figure to walk up stairs.

Continued on Page 5

The GREATER CLEVELAND COMMUNITY NEWS IS NOW BEING CARRIED AT Participationg Lawson Stores

LUCKY DAN The Money Man's Predictions Are Listed On Page 5

ARNIE LANZA TRIO!

For most of 1982, The Arnie Lanza Trio has been playing the western part of the county: Specifically, Lanza, Bob Pompel on Bass and Roy King on Drums have been playing their brand of swinging and light jazz at Don's River City in Rocky River.

Lanza the saloon singer now takes his piano and singing talents to Lyndhurst -- the recently opened American Bar & Grille.

The performers will do their "sticht" with what can best be described as a high-energy fast-moving show.

Lanza, from his piano, performs everything from Beatle favorites to Cole Porter's Night and Day to Gershwin's Rhapsody in Blue.

A highlight of the show is Lanza's medley of cities that includes "I Love New York to" I Left My Heart in San Francisco."

At least through November, the Arnie Lanza Trio will be performing Friday nights from 8pm to Midnite and Saturday nites from 9PM to midnite at the American Bar & Grille at 5433 Mayfield Road in Lyndhurst.

No reservations are needed and the new eatery features American Cuisine.

Neighborhood centers, public relation firms, and volunteer neighborhood correspondents are the major sources of news. The paper also excepts news from correspondents from outside of the neighborhood such as state and national elected representatives. News bureaus provide national and international news for the papers. Additional organizations providing the publications with news are the Board of Education, the Treasury Department, the Wildlife Association, and Disney World.

PRODUCTION

The papers are printed by Web offset at King Publishing, which is the in-house publishing company of the Community News. Don Ferguson is in charge of production.

ADVERTISING

Advertising is the sole source of income for the papers. Huffman deals with several advertising agencies, who he said are just beginning "to come around and supply the paper with ads." The editor estimated that 75% of the ads in the Cleveland papers and 25% in the Brookpark paper came from large corporations with facilities located in the area. Huffman strives for advertising to occupy 60% of the papers total space. A classified ad section is included in all of the papers.

CONTENT

The papers try to give equal coverage to neighborhood, city, state, and national topics. Content categories identified as appearing in "several stories per issue" are": entertainment, business, sports, civic groups, clubs, organizations, celebrations, neighborhood problems and issues, reports on how city-county governmental activities affect the area, news of ethnic groups in the area, and news briefs about personal things going on. Stories appearing "once per issue" are: religious topics, neighborhood politics, city politics, news about block clubs, a calendar of area events, features about interesting personalities in the area, news of redevelopment efforts, news of the redevelopment association, and information on how to get needed social services. News about crime and courts are "almost never" printed.

The editor said the papers maintain a low key, soft sell style, and try to avoid sensationalism.

AUDIENCE

The East and West side additions of the Community News each have a circulation of 10,000 copies, while the

Brookpark paper circulates 5,000 copies. The editor estimates that each paper is read by four people. The papers are circulated by door-to-door delivery, mail, and through store, church, and neighborhood center drop off points.

The editor receives many letters from his readers and considers them to be very important.

PROBLEMS

The Community News publications still have problems with an inconsistent distribution system, organization and staffing, ongoing lack of finances, and a lack of features articles written by local writers.

Mr. Huffman said, "newspapers will always have a place in American society, and they will not be replaced by the elactronic media".

THE CONNECTION

Editor: Mrs. Carol Lowenthal.
Address: 14301 Shaker Blvd., associated with the
Friends of Shaker Square.

HISTORY

The paper was founded and housed in the private residence of the editor, Mrs. Lowenthal, in October, 1977. Mrs. Lowenthal has been with the paper since then. Two early problems cited by the editor were a shortages of reliable staff members and available voluntary time.

The principle cause for the formation of the paper was to encourage communication among the various neighborhoods, particularly emphasizing common interests, concerns and/or problems. The editor stresses that the Friends of Shaker Square is a supporting and not a parent organization. The Connection also exchanges information with the Fairwood Community Association and the Buckeye Area Development Corporation.

GOALS

Those goals identified by the editor (from a list of 10) as being "extremely important" are: reaching the entire neighborhood with news, communicating with as many different groups as possible, and maintaining ethnic and racial harmony in the area. Selected as "very important" are helping to improve the physical appearance of the area, keeping the neighborhood informed about political issues, and helping to reduce crime. "Somewhat important" are helping people obtain home improvement loans at low interest rates, helping poorer people stay in the area, and helping stores and shops stay in business in the area. The editor feels that creating a "sense of 'neighborhood' with common goals and concerns among varying groups in the immediate community" is a very important goal. Bringing in "new blood" to help rejuvenate the area is "not an important concern."

ORGANIZATION

The two principle staff members are the managing editor and the news editor, who are responsible for most of the news copy and ad sales. They also keep in touch with organizations and do production work. They are assisted by a distribution manager, three typists, and several photographer-artists. No one works for the paper full-time, and only some of the distributors are paid.

The paper publishes no editorials, and endorses no political candidates. The Connection is published every other month, with no publication in the summer (there are 5 issues per year).

The major sources of news are through assignment reporting, organization correspondence, letters and phone calls from individuals, and occasional use of press releases. There are some correspondents from outside the neighborhood, but the paper's concern is local news. The paper rarely publishes national or international news, will only when it is relevant to local issues.

Some of the neighborhood-organization news suppliers are the Ludlow Community Association, the Onaway Association, the Fairwood Community News, all schools, churches, and the Shaker Square Merchants' Association.

PRODUCTION

The Connection is a standard tabloid, printed by photo off-set at Alliance Printing. The editor is in charge of production. Layout and paste-up are done by the volunteer newspaper staff and sent to the printer photo ready.

ADVERTISING

Advertising is the sole source of revenue for the paper. The managing editor is the ad sales person. The ads are from local businesses only. The paper does have a regular classified section, but the ads are free. Only about 25 per cent of the paper is advertising.

CONTENT

At least 95 per cent of the paper is about local neighborhood concerns. Content categories appearing in "several stories per issue" are: entertainment, business, civic groups and organizations, and neighborhood problems. Those "only once per issue" are: city politics, crime and courts, features about interesting area personalities, news of redevelopment efforts, information of redevelopment associations, and information on how to get needed social services. The editor added that a nutrition column and an environmental issues column also appear. Reports on how city-county governmental activities affect the area appears in "every other issue." News about block clubs and news of ethnic groups in the area appear "less often than that." Religious topics, sports, a calendar of area events, and news briefs about personal things going on "almost never" appear.

Since the paper's beginning, the editor has seen a change in terms of more in-depth articles about community issues. She anticipates no future changes in content at the present. In the Fall of 1981, the paper increased its length from 16 to 20 pages.

THE CONNECTION

Vol. 5 No. 5 June, 1982

Jane Campbell to head FOSS

BY CARYN FOLTZ

Jane Campbell was recently interviewed by The Connection on one of her weekend visits home. Ms. Campbell becomes the executive director of FOSS in July. She is currently national field manager of ERAmerica, a national coalition of groups that serves as a campaign center for the passage of the ERA.

The Shaker Heights native is a 1974 graduate of the University of Michigan with a degree in history. After a year of social service in Racine, Wisconsin, Ms. Campbell returned to Cleveland and helped develop WomanSpace. She was executive director for 5 years.

After such a whirlwind life of travel and politics coming to work at Shaker Square must be quite a change.

Who was it who said he didn't want to be President of the United States because he couldn't stand living in a Holiday Inn every night? Walter Mondale, I think. There's a very unsettled feeling to that kind of life so I welcome the stability this will bring.

But also I've learned from my recent experience that legislatures may have terrific ideas but if the people aren't behind the ideas, the idea won't work. Shaker Square is an example of the people being behind an idea. Shaker Square is not just Shaker Square. It's Cleveland. If it works here it can work for Cleveland. There's a role for national politics, but grassroots efforts make the difference.

Jane Campbell, new FOSS director

What other ways do you feel your past experience influences your approach to this new job?

I really enjoy working with a diverse group of people who make their diversity a positive force. Shaker Square has a diverse group; that's one of its advantages. Getting all those folks involved and doing something

Continued on Page 14

Summer Band Concerts Bring Music to Shaker Square

Lorin Maazel and the Vienna State Opera will not play Shaker Square this summer. But you play it smart and plan to spend Thursday evenings at the Square from July 1 - August 12.. Lively strains of big band, bluegrass, dixieland, jazz and western music will accompany your picnic dinner on the green...all for free, no reservations required. Black tie discouraged.

Co-sponsored by FOSS and the Shaker Square Merchants' Association, the popular concerts are being coordinated by Peggy Campbell. Street groups and neighborhood associations will pitch in to help set the stage and man the concession stands selling beer, soft drinks and pop corn. Neighbors from Drexmore and Chadbourne Roads will officiate at the first concert July 1. The Ludlow Association and CHALK (Cormere-Haddam-Ardoon-Larchmere-Kemper) are also slated to assist. Some merchants will stay open late.

Here's the schedule (all Thursday evenings from 7 - 9 PM):

July 1	Harry Hershey's Stompin' at the State (big band)
July 8	Lost Bob and the Ozone Ramblers (bluegrass)
July 15	Sam Finger and his Dixie Doodlers (dixieland)
July 22	Jazz Unlimited (jazz)
July 29	Ken Novak (country western)
Aug. 5	Nightcoach (big band)
Aug. 12	Ralph Grugle's Eagle Jazz Band (jazz)

Saunter, jog, bike or drive to Shaker Square and be part of a fun-filled party. In case of rain Vernon's awning will provide protection.

JOIN A VERY SQUARE AFFAIR^6

BY ANN MOLYNEAUX

Summertime...and the living is exciting! There is no better way to herald the approaching arrival of summer than to join in the celebrations of the sixth annual Very Square Affair on Friday, June 18. Starting at 5:30 pm, rain or shine, Shaker Square will be an exciting - and enticing - center of food, entertainment, and good company.

Very Square Affair^6 is presented as a celebration for both the people living in and around Shaker Square and those who hope to preserve the vitality of the Square. Shaker Square is the third oldest shopping center in the country after Providence, R.I. and Kansas City. A Very Square Affair^6 is sponsored by and for the benefit of Friends of Shaker Square (FOSS) with the cooperation of Shaker Square, Ltd. Special attention has been paid to providing food, entertainment and activities that can be enjoyed by all.

Continued on Page 11

Inside The Connection

School Levies 2,3
Party in the Park 4
Larchmere Ethnic Festival 12
Buckeye Road Festival 15
Summer Safety Tips 16

AUDIENCE

The Connection has a press run of 14,000, with an estimated readership of 28,000. The paper is delivered to residents door-to-door, mailed to organizations and members of the Friends of Shaker Square Association, and is droppedoff at stores, schools, and libraries. The staff learns about readers through letters, phone calls, and first-person encounters. Some of the changes the paper has made to fit the requests of the readers are "security" issues and the addition of elderly citizen concerns. The paper tries to be responsive to the readers' requests, but considers letters only somewhat important since there have not been many.

PROBLEMS

Three problems indicated by the editor are distribution, organization and staffing, and delinquent advertising accounts.

In the future, the editor would like to increase the size of the staff, and thereby, possibly increase the frequency of publishing.

The editor believes that a neighborhood newspaper has the chief function of both maintaining a level of communication and fostering political clout for the community.

THE COURIER

Editor: Six-person editorial board: Albert Lee, Edward Harris, Allene Johnson, Willie Calbert, Robert Butts, and Pitzer Bradley.
Address: 13802 Kinsman Road; parent organization, the Mount Pleasant Valley Council.

HISTORY

The Courier began five years ago in its present tabloid format, and, previously, was a bulletin-newsletter for more than 25 years, according to Pitzer Bradley, one of six editorial board members.

GOALS

The Courier editors said the most important goals are reaching the entire neighborhood with news, and bringing in new blood. "Very important" goals are communicating with as many different neighborhood groups as possible, keeping the neighborhood informed about political issues, helping people obtain home improvement loans at low interest rates, helping stores and shops stay in the area, helping reduce neighborhood crime, and maintaining ethnic and racial harmony in the area. Helping improve the physical appearance of the area is "somewhat important," and helping poorer people stay in the area is "not a goal at all."

ORGANIZATION

The Courier has a staff of approximately eight. The two full-time members do the bulk of the work with news gathering, writing, and editing, major ad sales, and production. The remainder work part-time at writing, photography, art work, and distribution. All staff members work on a volunteer basis and staff members are expected to work in all areas.

The paper publishes editorials written by the editorial board and guests. A guest editorial is a regular feature. The topics of the editorials generally are politics, and urban and community problems. The paper will support issues but will not endorse political candidates.

Articles sent from black media, and professional press releases are the major sources of news. The regular "guest" editorialist is the neighborhood correspondent. Outside correspondence consists of a regular entertainment column from California. Additional national news published comes from press releases from Washington, D.C. Regularly contributing organizations are the Multi Service Center, the Boys Club, and the Urban League. Also, there are as many as

THE COURIER

NON-PROFIT ORG.
BULK RATE
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Cleveland, Ohio 20
Permit No. 237

FREE

Serving the Southeast Area of Greater Cleveland

"Helping To Build A Better Community"

July 1982

BEST COPY AVAILABLE

Aminoil USA, Inc.'s $5,000 grant to the National Association of Black Geologists and Geophysicists (NABGG) will fund scholarships for minority students studying earth science careers. The donation was presented by George E. Trimble (left), Aminoil's chairman and chief executive officer, to Mike Carroll, President of the NABGG and a senior geologist at Aminoil.

Black Reagan Aids Say They Are Neglected

WASHINGTON — Black officials in the Reagan administration, called together for a 1982 Republican party election campaign rally, accused the White House of ignoring them and complained that some of President Reagan's black appointees have been abused by white presidential appointees.

The Officials made the accusations during a closed session with Edward J. Rollins, Reagan's chief political advisor, and Republican party Chairman Richard Richards in the Capitol. The complaints were so serious and widespread that both officials assured the blacks the administration would work toward remedying the situation.

They did act with a bit of hostility and they had some valid complaints," Rollins said yesterday. "But at least they felt someone was listening to their concerns. There is a need for more frequent communications with them and this administration has a real commitment to be more sensitive to their needs and the needs of the black community at large."

Rollins and other Reagan political advisers have expressed concern for some time about blacks' discontent with the administration, but the rally June 14 at the Capitol marked the first time black officials have raised a protest.

It was the first meeting ever called for the black office-holders, who have yet to meet as a group with Reagan.

Among the other things, the blacks protested that: The White House showed no interest in them until their help was needed to campaign for Republicans in the November elections. "Blacks have been conspicuous by their absence from White House functions even when the principal guests have been black dignitaries, including Third World leaders. "Some white officials appointed by Reagan have made policy decisions that are detrimental to the black community.

At the meeting, Richards had just completed a pep talk to the black officials and asked if there were any questions when Ronald N. Langston, deputy assistant secretary for health and human services opened the protest by expressing concern that the White House had ignored black officials and was insensitive to their problems.

Altogether, about eight black officials and LeGree Daniels, chairman of the National Black Republican Council, voiced concern that blacks were not being permitted to fully participate in the administration.

Japanese Deny Trying To Steal Secrets

TOKYO (AP) – Hitachi and Mitsubishi, two of Japan's most respected firms, yesterday denied U.S. charges that they tried to steal computer secrets from International Business Machines Corp. (IBM). The irate Japanese press said Hitachi and Mitsubishi were entrapped so the United States could keep its lead in the computer field.

The affair quickly turned into the most sensational U.S. - Japan business scandal since the Lockheed payoffs case of the mid-1970's. The Japanese parliment met and top government officials expresses concern that the charges announces by the F.B.I. on Tuesday would further trade tensions.

Executives of Hitachi and Mitsubishi were called into the Ministry of International Trade and Industry for explanations, and the Foreign Ministry said it was trying to obtain more details from the Japanese embassy in Washington.

With two more arrest yesterday, nine persons have been charged in California. Twelve other sought in the affair are in Japan. The United States and Japan have an extradition treaty, but police said they have recieved no extradition request and Japan is not obligated to turn people over to U.S. authorities.

Hitachi Ltd., a major manufacturer of electronics and machinery, said it paid more than $600,000 for information on IBM's computer technology, but denied any wrongdoing and said it was subjected to an "eager sales pitch" by F.B.I. undercover agents.

Prospective Homeowners Prefer Cleveland's Neighborhoods

A practical "no frills" house in the city's neighborhoods has replaced the dream house in suburbia as the goal of people currently renting in Cleveland and suburbs. Many hope to become homewoners within a year if they can find a 3-bedroom home priced between $20,000 and $40,000.

That was the outcome of a mini-survey conducted by the Cleveland Tenants Organization at the 2nd annual Cleveland Housing Fair, at the suggestion of the Department of Community Development. Responses are still arriving from as far away as Columbus and Peurto Rico to the CD department which is handling requests for follow-up information.

To date, 84 persons have responded, including neraly 20 suburbanities and out-of-towners. All but two indicated they are interested in buying a home within the city limits. Three-fourths of the respondents will consider buying within the next year while the remainder hope to purchase within 3-5 years.

More than half require a 3-bedroom home although 2 bedrooms would suffice for 20 families. Listed under other features required were standard features such as basement, garage, living room, and closet space. Large rooms and yards were mentioned by only a few persons.

Nearly half the group hopes to find a house in the $20,000 - $40,000 range. However, eighteen families are willing to spend $40,000-$50,000 or even more, while six are searching for a $10,000-$20,000 home.

The majority of respondents currently are paying between $150-$300 a month for rent, and two are spending $365 and $400 per month to rent.

Of those who listed annual family income, an optional survey question, 25 earned up to $15,000 while seven listed salareis of more than $25,000.

Nearly all of Cleveland's neighborhoods were listed as neighborhoods which would be considered by prospective homeowners. By specific neighborhood, Ohio City fared-best on the west-side and Lee-Harvard on the east-side.

The general southeast are, including Buckeye-Woodland and Fleet-Broadway, was listed by 20 families. Seventeen families listed east-side neighborhoods such as St. Clair-Superior, Glenville, and Forest Hills. Fourteen preferred the far west and twelve the northeast-side.

All but one respondent included names and addresses on the survey form. Nine agreed to be contacted by a real estate agent although more than half requested assistance in finding a home or determining whether or not they could afford to pruchase. Their names were relayed to Housing Information Services of the Cuyahoga Plan which provides those services to Greater Clevelanders.

Thirty respondents indicated they would like to be contacted by a neighborhood organization. The Community Development Department is in the process of matching up names of prospective homeowners with the neighborhood of their interest.

Foundation Gives $328,850 For Food Centers

The Cleveland Foundation gave a $328,850 grant for emergency food purchases yesterday to the Greater Cleveland Innerchurch Council. The money is to be spent over two years for the council's hunger centers.

The Council must spend $100,000 of the funds to set up new hunger centers in suburban communities to help feed long-term unemployed people.

The council operates 14 hunger centers. The pantries are now bare because the need for food has increased 54 percent among singles and 38 percent among families this year over the last and is growing, said John B. Mattingly, church and society director of the council.

Mattingly said the council and the Catholic Hunger Fund would work on finding locations for up to five new hunger centers. They may be opened in Parma, Maple heights, Warrensville heights, Brook Park and East Cleveland he said.

The grant also will help fund two or three daily hot meals programs to be opened on Cleveland's East Side.

Mattingly said five West Side churches give indigents hot meals six nights a week, but no such programs operate on the East Side.

"The Cleveland Foundation money will help us in our efforts to get business and industry to begin contributing more for food," said Mattingly.

Pope, Kremlin on Polish Dissent

VATICAN CITY (AP) – Pope John Paul 11 said yesterday that many people in his native Poland are suffering and deprived of their civil rights because of their beliefs.

At the same time, the Vatican issued an official denial of a soviet accusation, made last week, that president Regan had urged the pope to visit Poland and funnel U.S. funds to Polish decendants through the church.

The pope's remarks and the Vatican statement engaged the Holy Seed in growing rhetorical conflict with the soviet union. The official Soviet press has come very hostile to the pope and the Roman Catholic Church in Poland, apparently reflecting, a Kremlin view that the Church has come a major impediment to "normalization" in Poland.

The Soviets particulary concerned about the possible impact of a visit tentatively planned by the pope in late August, when Polish Catholics will observe the 600th anniversary of the arrival in Poland of the icon known as the "Black Madonna of Czestochowa."

A Soviet weekly yesterday claimed Polish priests are assuming political roles and preaching sermons against the author of the Polish Communist government and the state of martial law, declared Dec. 13.

State To Build $66 Million "Reformatory"

COLUMBUS — Gov. James A. Rhodes has signed legislation authorizing the construction of $600 million worth of prison facilities in Cleveland, Columbus, Dayton, Chillicothe, Mansfield and Lima.

The measure provides $66.2 million for a reformatory in Cleveland for 1,000 inmates and a reception center for 250.

The governor also signed another bill, effective Aug. 27, strength the ability of the state to deal with unethical incompetent or impaired physicians, osteopaths and podiatrists.

The Ohio Department of Rehabilitation and Correction indicated its first priority will be to build a 1,250-bed facility in Chillicothe at a cost of $75 million and use it as a reception center while closing the Columbus Correctional Facility, formerly the Ohio Penitentiary.

A 750-bed reception center will later be constructed in Columbus under the plan, discussed for months in the Legislature before agreement was reached last month.

There were reports that Rhodes would attempt to veto the priority list for the prison construction program. He did not.

The governor also left untouched a provision calling for construction, with private funds, of a monument to Rhodes in the northeast quadrant of the Statehouse grounds.

George F. Denton, state corrections chief, said the state badly needs new prison facilities since it has had about 15,600 inmates, 4,400 more than capacity.

The state is under federal court order to close the Columbus Correction Facility by the end of next year.

Only about $100 million in projects can be funded immediately since state general revenues must be used to pay interest on the outstanding bonds.

In addition to the Cleveland reformatory, the new law calls for these facilities:

- COLUMBUS - $92.2 million for the reformatory center; a 200 bed honor dormitory; a 50-bed medical and psychological reception center, a 150-bed psychological service center; a 100-bed geriatric care center; a 100-bed medical pre- and post operative center.

Som of the facilities may be build near University Hospital if approved by site search committee. There are discussion about using the Ohio Penitentiary site for the main prison center.

- CHILLICOTHE - $75 million for the medium security prison and a 250-bed honor dormitory.
- DAYTON - $24.3 million for two short and long term reformatory facilities housing 500.
- MANSFIELD - $54.2 million for renovation of the reformatory to a maximum security prison for 1200.
- LIMA - $32.1 million for a 500-bed medium security prison at Lima State Hospital plus renovations.

In addition, the new law allocates funds for renovation and to help build multi-country jails to ease prison overcrowding.

64 street and block clubs, and several churches contributing news.

PRODUCTION

The Courier is a standard tabloid printed by photo offset at the Bulletin Press in Twinsburg, Ohio. Because of budget constraints, the paper does not have its own typesetting equipment and must send out the initial copy to another printing company, Arrow Printing, for all typesetting. Paste-up production of the returned typeset copy is done at the paper's office.

ADVERTISING

The chief source of actual revenue for the paper is advertising, while most of the overhead, including building, equipment, and most personnel are provided by the Mt. Pleasant Valley Council. The paper gets ads from small and large businesses from all over the city, and even other cities, such as Columbus. Mr. Bradley feels the paper needs 25-30 ads per issue inorder to be finacially successful. The paper currently averages 10-12 ads per issue. "Big Corporations, such as Sohio, RTA, Higbees, K-Mart, and savings and loans would rather take ads out in the Plain Dealer or the Call and Post than support small black newspapers."

CONTENT

The ratio of local neighborhood news to city-wide or national topics is 60% to 40%. Content categories appearing in "several stories per issue" are: entertainment, business, sports, civic groups and organizations, neighborhood problems, crime and courts, and news about block clubs. Appearing only "once per issue" are: religious topics, neighborhood politics, city politics, features about interesting personalities in the area, news of redevelopment efforts, information of the redevelopment association, reports on how city-county governmental activities affect the area, information on how to get needed social services, news of ethnic groups in the area, and news about personal things going on. The Courier "almost never" prints a calander of area events.

Over the years, the paper has changed from a bulletin type to a tabloid format. Along with this change, the paper has taken on a more professional look, accompanied by the use of offset printing, better layout and a larger staff. The news content has expanded to cover areas outside of the neighborhood.

AUDIENCE

The Courier has a circultacion of 25,000 and is read by an estimated 50,000 readers. About one-half of the distribution of the paper is accomplished through mail, and the rest through drop-off delivery. Feedback is received through individual phone calls and personal contact with readers. Primary sources for this information are the various street clubs in the area. The paper once conducted a survey to determine community needs. The results of this survey indicated that the readers were satisfied with the newspaper. The paper tries to be responsive to its readers requests and considers letters from their readers as very important.

PROBLEMS

The basic problem experienced by The Courier is production problems resulting from an inexperienced and understaffed organization. Inorder to counteract these problems, the paper relies on an accountability from its staff. It also sees paper layout as being very important. The editor feels 20-30 ads per issues are sufficient for maintanence of an operational financial base.

In the future, the editor would like to see The Courier grow into an important "catalyst" for the entire Southeast Cleveland area. He would also like to see the paper expand both physically and financially.

COVENTRY VILLAGE NEWS

Co-editors: Bobbie Littell and Dave Burwasser
Address: 2163 Lee Road, publication of the Coventry
area in Cleveland Heights.

HISTORY

The Coventry Village News was founded as a newsletter in 1973 and grew to a fourteen page paper. At the beginning, the paper remained a-political, a policy which had changed in 1975 when Allen Rapoport became editor. According to Bobbie Littell, Mr. Rapoport adopted a very active political editorial policy. In the Fall of 1979, he left his position with the paper to run for Cleveland Heights City Council. Dave Burwasser, who had been a contributing editor, became editor at that time. Bobbie Littel became the co-editor of the CVN in October of 1981. The paper now covers a variety of issues, including political ones when appropriate. The major problem encountered by the paper in its early stage was lack of experience. Since the early staff lacked formal journalistic training, stories tended to be overwritten, writers often mixed news stories with personal opinion, Littell said.

GOALS

The goals of the newspaper which were identified as being "extremely important" are to: reach the entire neighborhood with news, communicate with as many different groups as possible in the neighborhood, help to improve the physical appearance of the neighborhood, keep the neighborhood informed about political issues, and help reduce crime in the neigborhood. Bringing in "new blood" to help rejuvenate the area, and maintaining ethnic and racial harmony were listed as "very important." Goals identified as being "somewhat important" are: helping poorer people stay in the area, and helping stores and shops stay in business in the area. The only item chosen as "not a goal at all" were to help people obtain home improvement loans at low interest rates.

ORGANIZATION

The staff of the Coventry Village News consists of nine volunteers. There are two members on the editorial staff and two co-editors. The remaining five staff members work on production. The division of labor does not strictly adhere to these divisions. Ms. Littel said that at a given moment everyone might "chip in" to complete a particular task.

Editorials are prohibited by the paper's editorial board and the paper will not endorse political candidates. The Coventry Village News will support political activities and particular candidates once elected. Stories are covered by individuals which are sent out to attend an event. Letters to the editor act as the major source of neighborhood correspondence. Stories of national or international focus are purposely avoided.

PRODUCTION

The Coventry Village News is mimeographed at the Heights Community Congress. Ms. Littell is in charge of production.

As a matter of policy, the paper does not accept advertising. The source of operational revenue is dues collected from members of the Coventry Neighbors. Paper is supplied by the Heights Community Congress.

CONTENT

The content of the Coventry Village News focuses exclusively on news within Cleveland Heights. Topics of national or international concern are not covered as a matter of policy. The types of content identified as appearing in "several stories per issue" are: entertainment (although not a high priority), neighborhood politics, city politics, neighborhood problems and issues, calander of area events, reports on how city governmental activities affect the area, information on how to get needed social services (when appropriate), news briefs about personal things going on (e.g. visits, births, achievements) and news of redevelopment efforts (when appropriate). Stories concerning crime or the courts usually get printed once per issue. Features about interesting personalities in the area get printed less than every other issue. Content listed as "almost never" appearing in the paper are: religous topics, sports, news about block clubs, information of the redevelopment association, and news of ethnic groups in the area.

The content of the paper has changed over the years from its very political beginnings to cover a larger variety of news today. Future content changes include establishing a forum where important issues can be discussed.

AUDIENCE

The circulation of the Coventry Village News is approximately 1,500. Ms. Littel estimates that the paper reaches 3,000 readers. The paper is distributed through the mail to members of the Coventry Neighbors and also made

Coventry Village News

JULY, 1982 NEWSLETTER OF COVENTRY NEIGHBORS, INC. Vol. VII No. 7

COVENTRY NEIGHBORS INCORPORATED
CORDIALLY INVITES YOU
TO ATTEND

THE 10th ANNUAL COVENTRY VILLAGE STREET FAIR

- Saturday, July 10, 3 PM - 8 PM and Sunday, July 11, noon - 7 PM
- The Fine Arts area at Coventryard Mall will feature ceramics, copper enamels, textiles, leather and more watercolors, oils and photography than ever before
- As usual we'll have continual music, on three separate stages.
- Impromptu street performances will happen at the mouths of Hampshire and Lancashire Roads.
- Scores of Coventry merchants and invited vendors will offer all kinds of merchandise and food.
- "Kidstuff" at Coventry Library and School will provide fun for children and their parents.
- There'll be information booths galore.
- Please remember that all laws, including parking regulations and laws prohibiting public consumption of alcohol, remain in effect during the Fair.
- ITS NOT TOO LATE to join in the fun - VOLUNTEERS are needed to man barricades and work on clean-up. If you can help come to our Information Booth located next to Inuit Gallery.

* *

SHAKER MAN CHARGED IN COVENTRY FIRES

Arthur T. Deitz, 32, of 15830 Van Aken Boulevard, Shaker Heights was charged Monday in Cleveland Heights Municipal Court with starting the series of fires that have plagued Coventry during the past two years.

Painstaking detective work, beginning in March was credited for catching the suspect while he was talking on the phone to the Cleveland Heights Fire Department from a phone booth in the Shaker Rapid Transit shelter at Shaker Blvd and Coventry. He was bragging about a garage fire earlier.

Chief Martin G. Lentz praised Coventry residents for their cooperation during this very tense period.

Hats off to Chief Lentz and the Cleveland Heights Police for the bang up job they did on this one.

ON THE INSIDE . . .

CNI Vows to Dry Up Irvs

API Program Planned For Coventry

Charter Commission Reports to Council

available in the local stores and shops. Audience feedback to the paper occurs through letters and contact with the staff either informally or at organized meetings. In an effort to remain responsive to the needs of it's readers, the paper has broadened its scope to cover a variety of issues rather than covering only political issues.

PROBLEMS

The editor identified organization and staffing problems and technical/production problems resulting from limited technology. Although distribution, as such, is not a problem, Ms. Littel feels distribution is limited by not having enough paper.

CRANWOOD VOICE

Editor: The paper served the Ward 1 area in Garfield Hts. and is now out of print.

HISTORY

The Cranwood Voice was published from August, 1978 to July, 1979, according to the paper's only editor, Ken Temple. Mr. Temple had previous journalism experience from his work with the Atlanta Daily World, The Call and Post, and his current job as editor of an Ohio Bell in-house publication.

The newspaper was inspired by Father Joseph Kraker of St. Timothy's in Garfield Heights, who believed a local newspaper would help define a sense of unity within the ward.

GOALS

Goals identified by Mr. Temple as "extremely important" to the Cranwood Voice were to: try to reach the entire neighborhood with news, keep the neighborhood informed about political issues, help stores and shops stay in business in the area, help reduce crime in the neighborhood, bring unity to the ward, and build a bridge between residents and businesses. "Very important" goals to the paper were to communicate with as many different groups as possible in the neighborhood, and maintain ethnic and racial harmony in the area. Goals listed as "somewhat important" were to: help improve the physical appearance of the area, help people obtain home improvement loans at low interest rates, help poorer people stay in the area, and bring in "new blood" to help rejuvenate the area.

ORGANIZATION

The paper had a staff of 8-12 part-time volunteers. Their duties included writing, reporting, and advertising. Only 2-3 of these workers worked in a multi-dutied capacity. The paper did carry editorials written by the editor. The topics of these editorials included: need for unity, crime in the area, political issues in the Cranwood Community Commission, and local school issues. The paper did not endorse political candidates, although it did publish information about the candidates.

The major news sources were from town meetings, assignment reporters, and a society editor who covered block club news. News was also supplied by local churches such as St. Timothy's and the Bible Baptist Church.

Bulk Rate
U.S. Postage
PAID
Cleveland, Ohio
Permit .[illegible]

THE CRANWOOD VOICE

Garfield Heights Ward One Community Newspaper

Second Edition
August, 1978
COURTESY OF WARD ONE MERCHANTS

AN EDITORIAL

Where Do We Go From Here?

Our first issue is behind us.

Our Ward One Newspaper has a name. The Chirstening of our newspaper took place on Tuesday, July 18, 1978. And with this name comes a responsibility; not just on the part of those who are working to get out the early editions of this newspaper, but on the part of every resident of Ward One. IT IS OUR NEWSPAPER. And the CRANWOOD VOICE refers to every voice. So if you have something to say, now you have the vehicle for saying it. Of course, we should also listen to our neighbors; and this means reading the paper every month. In fact, one of our neighbors suggested naming the newspaper READ ME. Although we didn't select the name, we surely hope everyone will find time to read and discuss our newspaper.

Right now, the main need of the newspaper is for volunteers to help with managing and publishing. We need reporters, photographers, advertising salespeople, artists, typists, a business manager and legal advisers. With enough volunteers, no one will have to give more than a few hours each month to the newspaper task.

CONTINUED ON PAGE 2

Every Ward One Resident Should Get This Paper

Each month we mail a copy of this paper to every address in Ward One. Several residents have complained that they didn't receive our first issue. If you know of anyone living in Ward One who hasn't received this issue, please ask that person to call 662-8546 and let us know. WE will add the address to our mailing list if it isn't there. Additional copies of the paper can be picked up at Eagle Market, Open Pantry and Community Square Deal, all on E. 131st St.

Writer Views Destruction Of Property, Pot-Smoking; Poses Questions, Gives Answers

[Editor's Note: Lawrence K. Collier is one of our volunteer writers. His story should be read by Ward One parents and youngsters. Collier offers some thought-provoking views.]

"Heave!" "Heave!" "Heave!" was the piercing cry that reached the ears of my wife and I as we returned from a late night ride into the countryside. The sounds were coming from the ROOSEVELT SCHOOL, located just behind the back of my property line. Upon investigation, I discovered seven to eight boys, ranging from the age of 11-20, pulling on the fence that surrounds the school. As I approached, the fence came tumbling down and the young girls, who were watching the needless destruction of public property, cheered. In disgust, I turned away to walk back home.

A few days later I had to go to the school yard to pick up my four year old daughter and bring her home for dinner. It was one of the few times in my life that I was glad that she was deaf, for the language that was coming from the mouths of the kids that were playing in the school yard was something to behold! What really got to me though was the sweet smell that filled my nostrils. My little girl pointed towards the three young kids who were smoking the "grass" and made the sign that her language means "smells bad," I nodded and again with a sick feeling in my stomach, I returned home.

CONTINUED ON PAGE 4

A GOOD DEAL--George Deal accepts from Community Square Deal owner Preston Mahone part of his $75 worth of groceries prize. Barbara Deal and children, [illegible], 5, Bryan, 13, and Eric, 10, look on. Mahone donated the groceries as "his way of paying back the community that supports his business."

Deal Names Paper; Wins Prize

George Deal of E. 126th St. who describes himself as a "guy who never wins anything," will have to eat his words along with eating the food he won as the prize for naming our new community newspaper.

"The Cranwood Voice," George said, "I thought many people would be turning in that name. The best I had hoped for was to share the winnings with several others."

When it came to telling Preston Mahone, the owner of Community Square Deal, what to include in the groceries, George turned to his smiling wife, Barbara, who lost no time going through a list that sounded more like $200 worth of groceries than $75.

When George was reminded that he had also recently won a 50-yard dash race at the St. Timothy Church picnic, he quipped, "I guess I do win once in a while."

In all, 24 people sent in names for the newspaper. Several persons submitted the Garfield Heights Ward One Newspaper. This name appeared as a subhead on our first issue. So we decided to keep the name as a subhead, and pull it from the competition. A list of all the names and who submitted them can be found on page 4.

King Pin's Future Depends On Group Of Black Entrepreneurs

Whether or not King Pin Bowling Lanes will be open this fall depends on Tri-United Recreation, Inc., a corporation run by a group of blacks.

Tri-United contracted with Brunswick Corporation, the former owner, to buy the equipment two years ago. The group is attempting to buy the land and building from High Score Lanes, which is headed by Robert B. Rogoff.

Tri-United is in the process of raising the $600,000 purchase price. Board member Paul Kirk is optimistic about the group reaching its goal.

"This is a grass roots venture," Kirk said. "As blacks, we need a nice place to go to bowl. A place to take the whole family out for an enjoyable evening. We feel the King Pin can be that place.

"We're tired of seeing other people operate the places where we go to spend our money. Tri-United will be a home-base landlord, not an absentee one."

Many residents of Ward One and throughout the Greater Cleveland area belong to leagues at King Pin. This past winter the bowlers boycotted the lanes proclaiming that the management had let the place reach deplorable conditions.

PRODUCTION

The layout was made photoready at the Garfield Heights Leader and was sent out from there to the printer.

ADVERTISING

The paper did accept advertising, as well as donations from citizens and community groups. All of the advertising came from small local businesses, and local churches. About 40% of the paper's space was advertising. A classified section was tried but it never "got rolling."

CONTENT

All of the paper's content dealt with local neighborhood concerns. Types of stories identified as appearing in "several stories per issue" were: neighborhood politics, problems and issues, and stories about crime and the courts. Those which appeared "only once per issue" were: religious topics, civic groups, clubs, organizations, celebrations, news about block clubs, calendar of area events, features about interesting personalities in the area, news of redevelopment efforts, information of the redevelopment association, and news briefs about personal things going on. Appearing in "every other issue" were business and sports news. Appearing "less often than that" were: entertainment, reports on how city-county governmental activities affect the area, information on how to get needed social services, and news of ethnic groups in the area. Stories about city politics were "almost never" printed.

AUDIENCE

The Cranwood Voice had a circulation of approximately 2,000. For the first half of the paper's life it was mailed to subscribers, then from February to July, 1979 the paper was hand delivered. The paper received a few letters but it's main source of reader feedback was from town meetings or calls that came in through St. Timothy's. The paper tried to be responsive to the request's of their readers, Temple said.

PROBLEMS

Mr. Temple said financial problems were compounded by lack of support given to advertisers by the reading audience. This made it difficult to sell ads. Technical and production problems were also identified as problem areas. However, the main reason the paper stopped publishing was because of it's failure to create unity within the ward. Mr.

Temple said the paper seemed to separate the community rather than unite it.

Mr. Temple's advice to any editor thinking of starting a new newspaper; "Don't set up a paper for the purpose of creating unity in the community. A newspaper can not resolve a unity problem."

CROSSROADS

Editor: Jeff Glebocki
Address: 3782 East 25th Street, a publication of the
Crossroads Development Corporation, serving the area
surrounding the West 25th and Denison area.

HISTORY

The Crossroads functions as a communication channel of the Crossroads Development Corporation (CDC), which was first organized in January of 1982. The first edition of the paper appeared in the Spring of 1982. This issue plus the Summer issue were edited by Laurie Rokakis. Jeff Glebocki has since been hired by the CDC as a full-time employee and editing the paper is among his duties.

GOALS

Goals identified by the editor as "extremely important" are to: try to reach the entire neighborhood with the news, communicate with as many different groups as possible in the neighborhood, help improve the physical appearance of the area, help stores and shops stay in business in the area, help reduce crime in the neighborhood, bring in "new blood" to help rejuvenate the area, and maintain ethnic and racial harmony in the area. Helping people obtain home improvement loans at low interest rates is "very important," while keeping the neighborhood informed about political issues is "somewhat important."

ORGANIZATION

Editing of Crossroads is one of the duties performed by the editor as a full-time employee of the CDC. Thus, Mr. Glebocki works part-time on the paper. He is the only staff member working on the paper; therefore he is multi-dutied. His duties include writing, editing, layout, and soliciting advertising.

The paper does not write editorials and does not plan to write them in the immediate future. Due to it's non-profit, tax exempt status, the paper cannot endorse political candidates.

The main source of news is the Crossroads Development Corporation and it's members. There is one neighborhood correspondent who reports on neighborhood news such as births, deaths and who got married. There are no correspondents from outside of the neighborhood, nor does the paper publish any national or international news. The

Archwood-Denison Concerned Citizens also supply the paper with news.

The editor is attempting to get other organizations to become regular contributers to the paper such as The Brooklyn Center Historical Society and the Police Commumity Relations Board.

PRODUCTION

As of November, 1982, the paper will be photo copied on a 8 1/4 x 14 inch page folded in half. The production will be done in-house and the editor will be in charge of production.

ADVERTISING

The paper does not have any ads at this time, but does plan to start accepting them. At this time financial support is coming from the CDC. The editor anticipates that all future ads will come from small local businesses.

The paper does not have a classified ad section and does not plan to try one.

CONTENT

Ninety-eight percent of the news stories concern local neighborhood topics. City-wide or national topics will only be printed if it relates directly to the neighborhood.

Content identified as appearing in "several stories per issue" are: business, civic groups, clubs, organizations, celebrations, neighborhood problems, and news of redevelopment efforts. Appearing "once per issue" are: religious topics, crime and courts, news about block clubs, a calendar of area events, features about interesting personalities in the area, information of the redevelopment association, and news briefs about personal things going on. Entertainment and news of ethnic groups in the area appear "every other issue." Appearing "less often than that" are: sports, neighborhood politics, city politics, reports on how city-county governmental activites affect the area, and information on how to get needed social services.

The paper only concentrates on neighborhood news. Future content changes will include stories written by community organizations (See Organization section).

AUDIENCE

The Crossroads has a press run of 500-700. One-hundred and fifty copies are mailed out to members and the rest are distributed in local stores. The editor learns about the

NEWS CROSS ROADS

CROSS ROADS

Vol. I No. 2 Summer 1982

FESTIVAL JUNE 6 COME JOIN THE FUN!

Come and celebrate the joys of Spring with us at the Crossroads Spring Festival on Sunday, June 6, on Archwood Ave. between W. 25th St. and W. 33rd. This will be the 2nd Annual Spring Festival to be sponsored by the three community organizations in the Archwood-Denison area: Crossroads Development Corp., Archwood Denison Concerned Citizens, and The Brooklyn Centre Historical Society. Neighboring churches will also assist in the event.

To kick off the fair, a progressive dinner will be held on Saturday, June 5, by Archwood United Church of Christ, Brooklyn Memorial United Methodist Church, St. Philip The Apostle, Bread of Life and St. Agnes Mission of the Deaf.

From 5 to 7 p.m. appetizers will be served at Brooklyn Methodist Church; from 5:30 to 7:30 p.m. dinner will be served at Archwood United Church of Christ; and from 6 to 8 p.m. dessert will be served at St. Philip's. A dance will follow for all ages at Archwood Church starting at 8 p.m. Tickets are $4.50 for all three meal courses. Children will be $2.25. Tickets for the dinner and dance can be purchased for $6, children are $3. The dance alone costs $2; children, $1.

The street fair will begin on Sunday, June 6, at 2 p.m. on Archwood Ave. and will continue until dusk. The fair will feature all kinds of ethnic foods, arts and crafts, music and other entertainment for all ages.

In case of rain, the street fair will move indoors to the Archwood Ave. churches' fellowship community areas.

In addition to the street festival, there will be a tour of selected houses in the area. Seven families will hold open house for this event from 2 p.m. until 6 p.m. also on June 6. Tickets will be available at the fair and are $4. Children under 15 years of age must be accompanied by an adult.

One of the highlights of the street fair is a raffle for a one week stay for two at a resort in Florida (air fare not included). The drawing will be held at the close of the Festival, and proceeds will go to the Crossroads Development Corp. which, along with West 25th St. merchants, is sponsoring the raffle. The winner does not need to be present at the time of the drawing. Tickets, which can be purchased at the festival, are $1.

Last year, the festival attracted more than 2,500 people; this year we are expecting an even bigger and better festival with many more attractions.

SEE YOU AT THE FESTIVAL ON JUNE 6!

Our Neighborhood Chosen For Housing Fair

On Sunday, May 16, the City of Cleveland held its Second Annual Housing Fair at Cleveland City Hall. Crossroads was one of four Cleveland neighborhoods chosen by the city's Department of Community Development to participate.

Tim Donovan, a neighborhood resident and member of ADCC and Crossroads, organized and designed the materials used at the housing fair to tell the public about Crossroads: "Cleveland's Best Kept Secret."

Through the use of a slide show of the neighborhood, and an information sheet quoting residents about the area, Tim pointed out the many assets of our neighborhood: the affordable housing, the pride exhibited in the appearance and upkeep of our homes, our accessibility to the city, work, and shopping because of our proximity to four major highways, the recreational facilities including the Metroparks Zoo, Brookside Park, two excellent hospitals just outside our borders, and the concern for the neighborhood found in the active community organizations.

Besides the neighborhoods represented at the Housing Fair, representatives from the City were there to advertise its array of programs designed to aid perspective homeowners. These include: the 3 percent rehabilitation loans, CASH loans, free paint program, urban

(Cont. on page 4)

MARK YOUR CALENDAR

- June 5, Progressive Dinner sponsored by area churches. From 5 to 7, appetizers at Brooklyn Memorial United Methodist Church; from 5:30 to 7:30, dinner at Archwood United Church of Christ; from 6 to 8 p.m., dessert at St. Philip's the Apostle. A dance will follow at 8 p.m. at Archwood United Church of Christ. For ticket prices, see article on festival on page 1.
- June 6, 2nd Annual Spring Festival from 2 p.m. until dusk on Archwood Ave. between W. 33rd and W. 25th. Fun for the whole family.
- June 6, House Tour from 2 until 6 p.m. Tickets and an illustrated brochure will be available at the fair for $4.
- June 2, Crossroads Corp. monthly meeting at 7:30 p.m. at Archwood United Church of Christ.
- June 3, The Brooklyn Centre Historical Society monthly meeting at 7:30 p.m. at Archwood Church. The speaker will be Steve McQuillin, the new director of the Cleveland Restoration Society.
- June 25, ADCC monthly meeting at 7:30 p.m. at Archwood United Church of Christ.

Laurie Rokaki
Newsletter
Editor

readers through personal contacts. The publication has not changed to fit the needs or requests of the readers due to its short time in existence.

PROBLEMS

The editor cited financial and advertising as main problem areas. The first two issues of the paper had cost overruns which might have been avoided had the paper had advertiser support.

Mr. Glebocki suggests that editors be realistic in accessing their resourses and what they can produce. In the future, the editor would like to expand the mailing list to cover all 3,200 houses in the neighborhood, as well as improve the format so it is more professional.

DETROIT SHOREWAY VIEWS

Editor: None
Address: a publication of the Detroit Shoreway Redevelopment Organization.

HISTORY

The Detroit Shoreway Views began January, 1978 as a quarterly publication of its parent redevelopment organization. Lucy Bartell, a previous editor for the paper, cites community requests for a neighborhood-concerned publication as the reason for its existance. The paper is considering adopting a newsletter format, according to Ray Pianka, the Executive Director of the Detroit Shoreway Redevelopment Organization (DSRO). The Detroit Shoreway Views is now operating without an official editor.

GOALS

Goals identified as "extremely important" to the paper are to: try to reach the entire neighborhood with the news, communicate with as many different groups as possible in the neighborhood, help improve the physical appearance of the area, help people obtain home improvement loans at low interest rates, help poorer people stay in the area, help stores and shops stay in business in the area, help reduce crime in the area, bring in "new blood" to help rejuvenate the area, maintain ethnic and racial harmony in the area, and the encouragement of citizen involvement in report writing. Keeping the neighborhood informed about political issues was "not a goal at all" for the paper.

ORGANIZATION

The newsletter is now produced by an all-voluntary staff. An editor will be appointed sometime in the future.

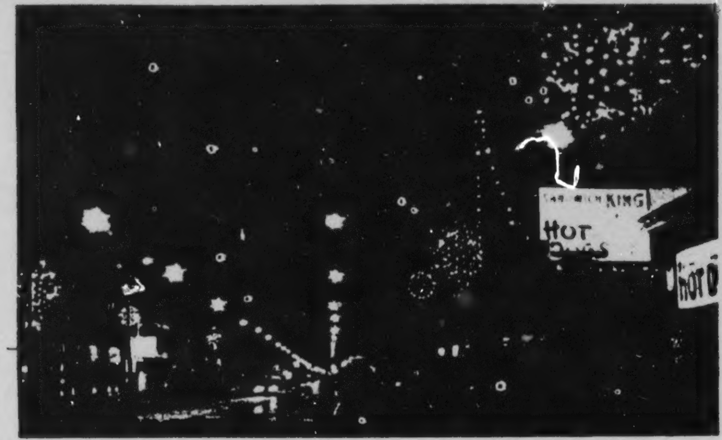
Editorials are published concerning improvement concerns of the neighborhood, and usually have a positive tone (for example, housing redevelopment, and crime when its frequency is lower than that of the rest of the city. The newsletter does not endorse political candidates.

The DSRO is the main source of news. All staff members submit monthly reports about the neighborhood to the paper. Neighborhood correspondence also comes to the paper from block club leaders. From outside of the community, occasional reports come from City Hall and organizations in other neighborhoods. No national or international news is published.

detroit shoreway views

DETROIT SHOREWAY COMMUNITY DEVELOPMENT ORGANIZATION

Cleveland, Ohio Volume VI Issue I JANUARY 1982



AN OLD-FASHIONED CHRISTMAS RETURNS TO DETROIT AVENUE

On a brisk December 13th evening, the intersection of Detroit Avenue and West 65th Street, in Cleveland, came alive with glittering holiday lights, when Councilwoman Mary Zone pushed the switch, lighting the Gordon Square Arcade Building, and several around it. Shimmering stars and snowflakes twinkled their message of holiday cheer to the happy crowd which merrily sang carols, accompanied by a euphonious brass band that brought forth memories of Christmas past. Because there was too little snow for his sleigh, Santa Claus arrived on a locomotive, and all the kiddies were invited into the Arcade, where, with his Elf, Lizabeth Jumper, he distributed three hundred peppermint candy canes, from his glittering throne. Mr. and Mrs. Al Petitt, celebrating their twenty-sixth anniversary, then drove the ecstatic children around the neighborhood on Santa's locomotive.

The Detroit Avenue merchants co-sponsored the Light up, along with the Detroit Shoreway Community Development Organization. Some merchants, like the Spaurs, of Sandwich King, who gave away 300 ice cream cones, had separate promotions.

Special thanks are due Jim and Fred Salsgiver who volunteered their time to hang and electrify the beautiful decorations. Illness prevented a second team from hanging ten other decorations along the avenue. When new volunteer help was eventually found the heavy snows and strong winds made it impossible to install the fixtures, which William Bily and his Sons had devoted many evenings to renovating.

Our neighborhood is indebted to Donna Smith, Margie McClellan, Shirley Martin and Linda Jumper, who produced this effective neighborhood ceremony. It included a simultaneous residential lightup using holiday candles in home windows. Santa Michael Smith, who did a laudable job of balancing the many youngsters on his lap all evening long, is already looking forward to 1982.

The decorative fixtures were hung along Euclid Avenue by the Growth Association, in past Xmas's, and had been in storage for fifteen years. Each contains at least fifty bulbs, some twinklers, and can be seen a distance of one-half mile.

Plans for the 1982 Light up include lighting a quarter mile stretch of Detroit Ave. Several new shops which will open in the Arcade have already indicated they will work with the committee, now forming. Any interested volunteers may phone 961-4242.

DETROIT SHOREWAY ANNOUNCES ANNUAL MEETING

Plans are proceeding for the Detroit Shoreway Annual Meeting to be held at Our Lady of Mt. Carmel Church, Pope John Hall, on Thursday evening, February 25th, 1982. A special guest list of speakers, to make the evening dynamic, is being selected by the Planning Committee, headed By Bob Leimkuhler and Tom Loboda.

Irene Catlin, Chairman of the dinner Committee, says, "This year's dinner will surpass last year's, and everyone remembers how people enjoyed that dinner."

Members who have not yet made plans or reservations are encouraged to call the Detroit Shoreway office, 961-4242, for details.

An important item on this year's agenda is the election to the Detroit Shoreway Board of new Trustees to fill several vacancies. Slots are open in all Board categories: industrial, commercial and residential.

Regulations specify that any one interested in running for a Board Seat must give written notice of such intention at the January Board Meeting. All must be paid members for at least six (6) months prior to the Annual Meeting, and such written notice shall enable the name to be placed on the ballot.

However, any member NOT giving written notice as proscribed shall be allowed to be nominated from the floor, provided that membership dues are paid for at least six (6) months prior to the Annual Meeting. (Alan Buehner is Chairman of this year's Nominating Committee.)

In order to vote, dues must be paid "before the call to order" of that meeting.

Anyone unable to attend the meeting, but wanting to exercise their voting privilege, may do so by absentee ballot, available to any member in good standing. It shall be submitted to the Election

(Continued on Page 8, Col.4)

BEST COPY AVAILABLE

PRODUCTION

The paper is typed in-house and printed by Cadillac Press, located at 2535 Prospect Ave.

ADVERTISING

Advertising takes up about 20% of the total space of the newspaper. Almost all ads are from small local businesses. The newsletter does not have as regular classified section.

CONTENT

Of the paper's news stories, about 95% focus on local neighborhood concerns. The content catagories indentified as appearing in "several stories per issue" are: civic groups and clubs, neighborhood problems and issues, crime and the courts, new about block clubs, features about interesting personalities in the area, news about redevelopment efforts in the area, information about the redevelopment association, reports on how city-county governmental activities affect the area, and news briefs about personal events. The catagories rated as appearing less often than every other issue or almost never are: entertainment, sports, neighborhood politics, city politics, and calendar of area events. The newspaper is mainly concerned with neighborhood politics and issues.

AUDIENCE

The paper's circulation is 4,000, with an estimated readership of 3,500. Most copies are home delivered with the rest distributed through stores or organizations.

Reader requests are learned from feedback from block clubs. Readers' letters are very important.

PROBLEMS

Problems the newspaper encounters are distribution, organization and staffing, and news gathering. One concept that has been successful with the newspaper is trying to achieve a strong "community and people involvement" in the publication. The paper must by very "sensitive to the needs of the local citizens," Pianka said.

THE DOWNTOWNER

Editor: Out of print
Address: Formerly housed in the Old Arcade in Downtown, Cleveland.

HISTORY

The paper began in March of 1981, in downtown Cleveland. It was housed in the Old Arcade with the primary goal of improving the image of Downtown Cleveland. The paper folded after 6 months.

GOALS

Goals identified as "extremely important" were to: keep the neighborhood informed about political issues, help stores and shops stay in business in the area, bring in "new blood" to help rejuvenate the area, and maintain ethnic and racial harmony in the area. Communicating with as many different groups as possible in the neighborhood was a "very important" goal. "Somewhat important" was to help improve the physical appearance of the neighborhood, and help to reduce crime in the neighborhood. Trying to reach the entire neighborhood with news was "not very important," while helping people obtain home improvement loans at low interest rates, and helping poorer people stay in the area were not a goals at all.

ORGANIZATION

The paper had two full-time staff people, whose duties were editor and business manager. Both were paid positions, and both were considered multi-dutied.

A space was left for the audience to write editorial comments, however none were ever received. Major sources of news were local art groups and assignment reporting from Cleveland State University students working for the Downtowner as part of a class project. There was no national or international news published.

PRODUCTION

The paper was printed at Buckeye Press. The editor was in charge of production.

102

June 15-22, 1981

FREE

VOLUME I ISSUE 16

Downtowner

MAGAZINE

INSIDE THIS ISSUE:

Downtown Update
Arts Update
Cleveland Rocks
Television Listings for the Week
and Much More

SHERATON-CLEVELAND
HIGBEE'S

Huron Mall Street-A-Fair June 17, 18, 19

ADVERTISING

The paper did accept advertising from small local businesses and large corporations with facilities located in the area. Advertising comprised approximately 70% of the paper's space. The paper did not have a classified section.

CONTENT

Types of content identified as appearing in "several stories per issue" were: entertainment, civic groups, clubs, organizations, celebrations, and a calendar of area events. Appearing "only once per issue" was business news, and in "every other issue" features about interesting personalities in the area, and news of redevelopment efforts. Stories appearing "less often than that" were religious topics, neighborhood politics, problems and issues, information about the redevelopment association, and news of ethnic groups in the area. Stories "almost never" appearing were: sports, city politics, crime and courts, news about block clubs, reports on how city-county governmental activities affect the area, information on how to get needed social services, and news briefs about personal things going on.

AUDIENCE

The circulation and readership of the paper was unknown. The paper was distributed at advertiser locations. No letters from the readers were received.

PROBLEMS

Problems experienced by the Downtowner were organization and staffing, financial, news gathering, and problems with the audience. The paper is now defunct and there are no plans to revive it.

EAST CLEVELAND CITIZEN

Editor: Formerly edited by the late Francis Benz
Address: 3390 Lownesdale

Note: Francis Benz died in October of 1982, two months after this interview took place. The East Cleveland Citizen has not been published since.

HISTORY

The East Cleveland Citizen began printing in December of 1970. It was orginally housed in the back of an East Cleveland community book store. Bruce and Carolyn Melville donated their time and energy during the paper's first half year to help it establish a firm foundation. The paper was also housed in the First Presbytterian Church before settling in the Benz residence. Ms. Benz took over as editor in 1972, as the paper's third editor. She had been the only editor since that time. She proudly stated that she had never missed a deadline, despite various health problems over the years.

GOALS

Goals indentified as "extremely important" to the paper were trying to reach the entire neighborhood with the news, and keeping the neighborhood informed about political issues. "Very important" goals were: communicating with as many different groups as possible in the neighborhood, helping to improve the physical appearance of the area, helping stores and shops stay in business in the area, helping to reduce crime in the area, bringing in "new blood" to help rejuvenate the area, and maintaining ethnic and racial harmony in the area. Identified as "somewhat important" were helping people obtain home improvement loans at low interest rates, and helping poorer people stay in the area.

The editor said, "The paper tries to inform the elderly and black communities of East Cleveland of the various cultural and educational services available to them."

ORGANIZATION

Ms. Benz was the only full time member of the paper's staff. She was involved in every aspect of the paper's production. Her husband helped with layout and got the paper photoready before he drove it to the printer. One person

CITY HALL HOT LINE
681-5022

east cleveland / CITIZEN

Vol. 12 No. 8
March 4, 1982

Notorious criminal arrested here

The East Cleveland Police Department has just released details on the apprehension of one of the Federal Bureau of Investigation's Most Wanted Criminals.

On Feb. 2, 1982 at 5 p.m., Sgt. Douglas Richards and Lt. John Swiney of the East Cleveland Police Department received information that Jeff Ponder, also known as Jeff Ponderson, who was wanted on a Cuyahoga County warrant for receiving stolen property, and also on a federal arrest warrant for unlawful flight to avoid prosecution, was somewhere in the East Cleveland area. Ponder; also wanted in Flint, Michigan for the brutally savage rape of a ten-year-old girl, was reportedly at an address on Gainsboro in the company of his girlfriend, one Juanita Barker.

Acting on this information, the East Cleveland Police Department dispatched several patrol officers to the suspect's address on Gainsboro. Officers Liddell, Harris, Baldzicki, Roggs, and Dixon responded, and forceably gained entry to the Gainsboro address. Once inside the house, the officers located Ponder hiding in the third floor attic, and arrested him without further incident. Ponder was taken to the ECPD, booked and incarcerated.

This individual has been wanted for several months by local law enforcement officials, and attempts to arrest him have proven unsuccessful. The action of the East Cleveland Police Department in his apprehension and arrest was favorably commented on by other local juridictions, including the field office of the FBI, and Cleveland Police Department. As of this writing, it is anticipated that Ponder will be extradited to Michigan to stand trial for rape, and later be tried on the federal charges against him.

King Award winners

This year's winners of the Martin Luther King, Jr. Award in each of East Cleveland's nine public schools are:

Caledonia	Carina Johnson
Chambers	Belinda White
Mayfair	Chad Hardin
Prospect	Jewel Murphy
Rozelle	Valerie Turner
Superior	Christopher Fowler
Superior-Focas	Denice Geraldine Sanders
Kirk	Traci Carter
Shaw	Raheem Hasan

These award winners have been chosen from the nominees from each of their schools because they are thought to most fully possess the qualities of character of the late Dr. King.

Commission highlights

by Loretta Chandler

Highlighted at the February 16 East Cleveland Commission meeting were a Clean City Commission, a new contract for emergency communication equipment, and an extension of credit to continue the rehabilitation work of the East Cleveland Community Development Corporation.

Approval of the Clean City Commission means that a 21-member board of directors has been established. This board is divided into six sections - business and industry, media, education, community organizations, residents-at-large and city government.

The participants in the business and industry section are General Electric, Silverman Bros., Kapp Piano Co., Nela Florist, Page Foods, Bondi's Supermarket and Shaw Bowling Lanes. Media is composed of TBA Company of America, WUAB-TV 43, and *The Plain Dealer*. The community organizations are the East Cleveland Kiwanis Club, the East Cleveland Improvement Association and the East Cleveland Community Council. The East Cleveland Board of Education constitutes the education section. The residents-at-large are Chester Tucker, Elizabeth Wheeler, and Gardner Christopher.

The Clean City Commission is funded by a one year grant from the Keep America Beautiful Program. East Cleveland was one of just a few Ohio cities which obtained funding. This money comes from the tax levied on bottlers of beverages in non-returnable containers and is to be used to discourage litter.

The commission approved an emergency ordinance to enter into a six

Cont. Page 5

Page-Wymore rehab update

The Page-Wymore-Elderwood apartments that are being rehabilitated have been partially occupied since March 1981. To date 99 suites have been rehabilitated by Harsax and turned over to Page-Wymore properties for management. Ms. Edna Sims, the administrator, has a receptionist and two maintenance people for the six buildings.

Chateau I has started rehabilitation on their properties. Leon Hogg and Ms. Elke Giehler of Hallmark are property managers of the remaining buildings.

The area has been landscaped and seeded.

Secretary honored

On Feb. 23 the Van-Rox-Mar Association honored Antoinette Ruppe, long time member, for her outstanding contributions to both the association and the City of East Cleveland. Presenting the award to Ms. Ruppe were Judge Fred M. Mosely of the East Cleveland Municipal Court, City Manager Frank P. Wise and Oscar Mays, former president of the association.

TBA available to half of city

Telecable Broadcasting of America is proceeding with construction and installation of cable TV services in East Cleveland. Service is now available to approximately half the homes and apartments in the city. The scheduled deadline for completion of the system is May 1, 1982.

Those residents of East Cleveland who would like to know more about the benefits of cable TV such as •uncut, commercial-free movies, •Broadway productions, •variety programs; •sporting events that can be enjoyed in the comfort of your home, •the clearest reception you'll ever experience due to the fact that no outside antenna is required, and •locally originating programming of community interest, should contact TBA's Customer Service Department at 851-2215 or 851-9423.

Anyone who lives in an apartment building who has not yet received service, should make contact with both TBAJ Inc. and your apartment owner.

(Remember TBA is listed in the business section of the white pages of the phone book under Telecable Broadcasting of America.)

What no city ambulance means in an emergency

At 3:58 p.m. on Wednesday, Feb. 3, 1982, the East Cleveland Fire Department received several telephone reports of a fire in a van in the rear parking lot of the Forest Hills Shopping Center.

Firefighters from Engine Company No. 111 with Lieutenant Patrick McDonough in charge, responded to the location and extinguished the fire.

Two employees of the Sav-Mor Supermarket, located in the shopping center, were occupants of the van when it ignited and both received serious burns.

At approximately 4:00 p.m., the manager of the supermarket called the fire department for ambulance assistance and was informed that the city no longer provides this service and that he would have to call a private ambulance service.

At 4:01 p.m., the manager of the supermarket called Physicians' Ambulance Service, a private service, and was informed by them that there would be a delay of at least one-half hour, since no ambulance vehicle was available. At 4:03 p.m., the fire department also called Physician's Ambulance and was also informed of the delay.

At 4:15 p.m., an out-of-service ambulance from Physicians' Ambulance was passing the fire scene enroute to its quarters after being picked up from an auto body shop, where it had been repaired. This ambulance was staffed by only one person, the driver. The ambulance was flagged down and pulled into the shopping center, where firemen were attending the victims while awaiting transportation.

Two on-duty firefighters and one off-duty firefighter accompanied the victims to Huron Road Hospital in the ambulance. The victims were identified as Mike Silmi, 19, of Cleveland and Hidar Aoun, 18, of Lakewood.

Firefighter Rod Hairston sustained a steam burn to the right side of his face in the firefighting effort and was treated and released from Huron Road Hospital. The two store employees, Silmi and Aoun, were treated at Huron Road Hospital and then transferred to the Burn Unit of Cleveland Metropolitan General Hospital.

A witness to the incident, John Giunta, produce manager at the supermarket, reported that the two victims were sitting in the driver's and passenger's seats in the van and attempted to start the motor when there was an explosion, starting the fire and burning the victims.

Captain Donald Lachner, Fire Prevention Officer, responded to the fire scene and assisted in the investigation. The cause of the fire, as yet undetermined, remains under investigation.

(Information compiled by Jim Banning, Assistant to the Fire Chief.)

Shaw boys and girls top LEL - dream of Columbus

by Cary Seidman

Shaw's boys basketball team rallied from a halftime deficit to defeat arch-rival Cleveland Heights on February 19 thereby securing undisputed possession of the Lake Erie League championship. The Cardinals' 68-61 victory gave them a one-game margin over Normandy, which lost a 70-68 four-overtime decision to Lakewood. Shaw finished the regular season with a glittering 15-5 record, 12-2 in the LEL.

The game saw the Cards achieve the rare feat of two victories over Heights in one season. The Tigers could not sustain the intensity needed to stay with Shaw, although they showed flashes of individual brilliance. Vincent Johnson's reverse slam brought down the house, but the Cardinals seemed to realize that a basket still counts for just two points, and they did not lose their composure. The same cannot be said, unfortunately, for segments of the crowd from both schools. The evening was marred by several fights in the stands, but the foolishness did not spread to the court, where the players on both teams played with not only great effort but also fine sportsmanship.

Shaw's LEL champion girls and boys basketball teams are off to a good start tournament play. After wiping out John Hay in a 97 to 16 rout, the girls took the sectional title beating Bedford 48-34 last Saturday. The district tournament will be held at Shaw this weekend.

The boys are midway through the sectionals with a 75 to 45 victory over Maple Heights.

Good luck to both squads.

Shawna Glasby tallies two points

There's no stopping Greg Bell

helped to prepare the paper for mailing, which required about one hour per issue.

The newspaper did publish editorials written by the editor and an occasional guest columnist. The general focus of these editorials dealt with the potential of East Cleveland to be a model community. Political endorsements were not made by the paper.

The major sources of news were press releases, phone calls and personal and political contacts of the editor. Ms. Benz did accept articles and poems from correspondents from outside of the community.

PRODUCTION

The paper was made photo ready at the editor's residence and was printed at Bulletin Printing in Twinsburg. Ms. Benz was in charge of production.

ADVERTISING

Advertising was the sole source of funding for the paper and occupied about 50% of the papers space. Ads were supplied by large corporations with facilities located in the area, as well as by small businesses. A classifed section was a regular feature.

CONTENT

About 80% of the content of the East Cleveland Citizen dealt with local neighborhood news. City-wide news was left to the Plain Dealer and the Call and Post. The remaining 20% of the content dealt with national or international topics. Ms. Benz used the United Nation papers and the New York Times as her main sources for these stories.

Types of content identified by the editor as appearing in "several stories per issue" were: features about interesting personalities in the area, a calendar of area events, neighborhood problems and issues, and civic groups, clubs, organizations and celebrations. Those appearing "once per issue" were: religious topics, business, sports, neighborhood politics, city politics, crime and the courts, news about block clubs, news of redevelopment efforts, and information of the redevelopment association. Stories about ethnic groups in the area were printed less often than every other issue, and entertainment stories were almost never printed.

AUDIENCE

The newspaper had a circulation of 13,000 for nine months out of the year and a circulation of 6,000 for the remaining three months (summer). The newspaper was distributed to children in the schools during the school year. The newspaper was also mailed to subscribers and was dropped off at centrally located stores for distribution.

The editor felt that letters to the editor are very important, however she said she received very few.

PROBLEMS

Ms. Benz said that distribution once was a problem but had been eliminated with the cooperation of the East Cleveland Schools. Generally, the paper was running very smoothly with no major problems. According to Howard Benz, the late editor's husband, no one has exprssed an interest in assumihg the role of editor of the paper.

Francis Benz had a very high regard for the profession of journalism and said, "Good newspaper people are probably the greatest idealists in society."

EAST SIDE NEWS

Editor: Ulysses Glen
Address: 11400 Woodland Ave.

HISTORY

The East Side news was started on July 10, 1980 under the name of Ascension News. The name was changed to it's present name on July 30, 1981. The paper is published by the parent corportation, East Side Publishing Co., Inc., every other Thursday. According to the publisher and editor, Ulysses Glen, the newspaper has never missed an issue since it's inception.

The East Side News serves Warrensville Heights, Warrensvelle township, the Village of North Randall, and Wards 1 through 6 in the city of Cleveland.

GOALS

The editor identified the following goals as being "extremely important" for the paper: trying to reach the entire neighborhood with the news, helping to improve the physical appearance of the area, helping stores and shops stay in business in the area, and maintaining ethnic and racial harmony in the area. Goals identified as "very important" are: communication with as many different groups as possible in the neighborhood, keeping the neighborhood informed about political issues, helping to reduce crime in the neighborhood, and bringing in "new blood" to help rejuvenate the area. Helping poorer people stay in the area was not very important as a goal, and helping people obtain home improvement loans at low interest rates is "not a goal at all."

ORGANIZATION

The newspaper has a staff of four full-time employees. Aside from the editor, there is a news editor, and two advertising salespersons. The sales positions are paid on a commission basis, while the other staff positions are paid regular salaries. All staff members are considered multi-dutied.

East Side News occasionally prints editorials written by the editor dealing with political candidates or specific issues. Political endorsements for candidates are printed, although in 1980, the paper did not endorse a candidate for president or for the U.S. Senate.

The paper's major sources of news are assignment reporting, and community organizations such as the Buckeye Area Development Corp., and the Lee Harvard Community Association. Correspondents form the Warrensville School Board and the Mayor of North Randall submit stories to the paper. The paper does not publish any national or international news.

PRODUCTION

The newspaper is typeset inhouse and printed by standard offset at Bulletin Printing Co. in Twinsburg, Ohio. The editor is in charge of production.

ADVERTISING

Ads for the newspaper are solicited by two salespersons and the editor. Ads come from small local businesses as well as large corporations such as National City Bank or the Ohio Lottery. The paper is just beginning to carry a classified section. Generally, about 80% of the paper's content is advertising.

CONTENT

All of the stories in the East Side News deal with local neighborhood concerns. City-wide topics are covered when they pertain to the neighborhood. Stories dealing with the following topics appear in several stories per issue: entertainment, civic groups, clubs, organization, celebrations, neighborhood politics, city politics, neighborhood problems and issues, features about interesting personalities in the area, news of redevelopment efforts, information about the redevelopment association, reports on how city-county governmental activities affect the area, and information on how to get needed social services. A story dealing with news of ethnic groups in the area usually appears in every issue. Appearing in every other issue are news about block clubs, and business, while sports stories appear less often that that. Almost never appearing in the paper are: religious topics, crime and courts, and a calendar of area events.

AUDIENCE

The paper has a circulation of 10,000 and the editor estimates it is read by 30,000. The East Side News is hand delivered, sold at news stands, and mailed to subscribers. The editor said they used to drop several copies of the paper off at local stores as a means of distribution. Once they gave 25 copies to a local fish market to distribute to

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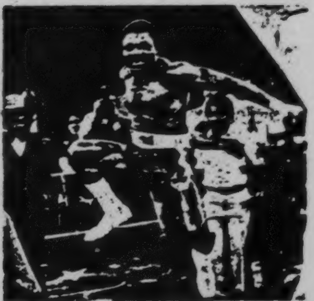
Walton says "15,000 to attend festival," p.5

Smokey, Sister Sledge to appear at Front Row, p.6



[illegible]

EAST SIDE NEWS

20 Cents READ ON [illegible] WRITE ON 20 Cents

[illegible] "COVERING THE NEWS TODAY FOR A BETTER TOMORROW" [illegible]

Council approves Block Grants

[illegible]

Fisher honored for support to education

Lee I. Fisher

[illegible]

Community agencies assist area youths

[illegible]

YEDC

[illegible]

Seven graduate from local center

[illegible]

Suburban Notes

Warrensville schools expect a deficiet

[illegible]

Warrensville gives away 3,700 pounds of cheese

[illegible]

Village passes resolution honoring EAST SIDE NEWS

[illegible]

July 4th celebration downtown

[illegible]

customers. After responding to the propritor's request for more copies, Glen found out that the market owner was using the News to wrap fish. Glen said, "At least the people saw the paper when they unwrapped the fish." The paper has since ceased the distribution practice.

Glen tries to be responsive to his readers requests, but says that he receives very few letter from his reader.

PROBLEMS

Mr. Glen identified organization and staffing, financial problems, and advertising problems as common problems experienced by the paper. Getting and keeping quality staff members has been a problem. Once reporters get some experience, they look for a job with a major metropolitan daily. Some financial problems have been avoided by owning the building in which the newspaper is housed.

In the future, Mr. Glen would like to publish the paper weekly. He sees a bright future for the East Side News based on the paper's ability to survive in economic hard times.

THE EXPRESS

Editor: Lee Batdoff
Address: Out of print

HISTORY

The paper began printing in February of 1977 under the name The Coventry Shopping News. Lee Batdoff and Cindy Barber were the original editors. Barber left the paper in January of 1978. The name of the paper was changed to The Express in May of 1978. Initial problems experienced by the paper included lack of money, distribution, lack of experience, and a lack of overall goals. The paper's last issue appeared in 1981, at the Coventry Street Fair.

GOALS

Goals identified by Batdoff as "extremely important" to the paper were to keep the city informed about political issues, and maintain ethnic and racial harmony in the area. "Very important" goals were to: try to reach the entire neighborhood with the news, communicate with as many different groups as possible in the city, and help stores and shops stay in business in the area. "Somewhat important" goals were to: help improve the physical appearance of the city, help poorer people stay in the area, help reduce crime in the neighborhood, and bring in "new blood" to help rejuvenate the area. Helping people to obtain home improvement loans at low interest rates was "not a goal at all" for The Express.

ORGANIZATION

The paper had two full-time, multi-dutied workers. At various times, part timers were taken on and paid for their services. The paper occasionally would print an editoral written by the editor, advocating or exploring a contempory problem, such as nuclear power or acid rain. Endorsements of political candidates were generally not printed.

The major news sources were from contacts of the staff, or press releases. Their were no correspondents from inside or outside of the neighborhood.

PRODUCTION

The Express was printed by Web-offset, at the Bulletin Press in Twinsburg, Ohio. The Editor was in charge of production.

Generators play the local circuit. . . . p13

SINCE 1977 THE ALTERNATIVE NEWSPAPER OF CLEVELAND AND N.E. OHIO APRIL 1980

the Cleveland
EXPRESS
FREE

Baron Von Geraldo in "An Evening of Performance with the Baron Himself" at Coventry Art Gallery Friday, April 25, 8:30 pm. The Baron will perform to the acompaniment of Freddie and the Fuzztones as part of Coventry Art's Spring Arts Initiative. Story page 8.

AND NOW "FROM CLEVELAND..."

by Cindy Barber

They came to town with a fair size budget and an idea. The budget was from CBS and the idea had been brewing in the mind of native Clevelander Rocco Urbisci for years. The combination of network and producer may provide a new late night national comedy show next fall to attract *Saturday Night Live*'s waning audience. Instead of a West Coast carbon copy like ABC's recently premiered *Fridays*, the comic incarnation will be shot on location right here in the Industrial Wasteland.

Rocco Urbisci is one of those successful ex-Clevelanders who's made it big in the creative arts by going where the action's taking place. He grew up around Clark and Fulton and graduated from West Tech in the '50s. He attended Cooper School of Art before doing a stint in the Army. After his tour of duty he returned to Cleveland and became set design for the Mike Douglas show that originated at Channel 3, KYW at the time.

Rocco went on to be an art director for television productions in Baltimore and Chicago. In 1970, he turned up in Los Angeles and worked on the Steve Allen show. "Della Reese got me my first producing job," Urbisci revealed in our recent interview that was squeezed into a tight shooting schedule.

Continued on page 12

Irradiated Legacy

Interview with Dr. John Gofman

by Chris Caro

John W. Gofman, MD, PhD, a native Clevelander, is Professor Emeritus of Medical Physics at University of California at Berkeley. In 1942 he helped isolate the world's first milligram of plutonium for the Manhattan Project. He is the former Associate Director of the Lawrence Livermore (radiation) Laboratory where he conducted research on cancer and chromosomes until the Atomic Energy Commission managed to stop him in 1972. Since 1969, he has been helping to lead the struggle to prevent nuclear power from creating a public health menace even worse than asbestos, PCPS, acid rain, and all other man made pollutants.

Express: Dr. Gofman, I'd like to address the health and safety aspects of nuclear power in this interview. The proponents of nuclear power promote the idea that with proper safeguards and that below a certain level, radiation will do no harm to humans. Just what is a safe level of radiation?

Gofman: "There never was, and there is not now, any evidence for a 'safe amount' of radiation. Every responsible organization studying radiation injury now holds that cancer, leukemic, and genetic damage must be considered to be essentially proportional to dose, down to the very lowest radiation dose."

Continued on page 4

INSIDE TRACK

ON THE LINE. p3
O'Feany on Film. p7
Phoenix Theatre Group. . p10
The Bike Boom. p6
Private Ear on Rockabilly p14
Hiroshima, a Jazz Fusion p10

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ADVERTISING

The Express did accept advertising and private donations, which were the only means of financial support for the paper. Ads were solicited by the Editor plus 3 or 4 volunteers. All ads were from small local business. The paper ran a regular classified ad section. About 40% for the paper was devoted to advertising space.

CONTENT

About 90% of the news content dealt with city-wide concerns, while the remaining content dealt with local neighborhood news and national topics. Stories appearing in "several stories per issue" were: entertainment, a calendar of area events, and features about interesting personalities in the area. Appearing in "every other issue" were: business, civic groups, clubs, orgainizations, celebrations, city politics, news of redevelopment efforts, and reports on how city-county governmental activities affect the area. Stories appearing "less often than that" were: religious topics, sports, neighborhood politics, neighborhood problems and issues, crime and the courts, information of the redevelopment association, and news of ethnic groups in the area. Content that "almost never" appeared dealt with: news about block clubs, information on how to get needed social services, and news briefs about personal things going on.

AUDIENCE

The paper had a press run of 25,000 with an estimated readership of 60,000. Store drop off was the main means of distribution for the paper, although about 200 copies were mailed out to subscribers. The editor learned about the readers through phone calls, letters, and contact with "street people." Letters were important when they were received.

The paper tried to be responsive to the readers' requests.

PROBLEMS

The paper was plagued with a wide variety of problems which included: distribution, organization and staffing, financial, advertising, news gathering, technical and production, and problems with the audience.

FAIRWOOD LIFE

Editor: Olivia DiVita
Address: 2627 East 128th Street, a publication of the Fairwood Community Association.

HISTORY

The newletter began in 1970, when the Fairwood Community Association was formed. The paper was orginally housed at the Association's headquarters at 12301 Woodland. The current editor has been with the newletter since the Spring of 1981. According to Mrs. DiVita, a problem encountered throughout the life of the newletter has been a lack of consistent circulation.

GOALS

Goals identified as "extremely important" to the Fairwood Life are to: try to reach the entire neighborhood with news, communicate with as many different groups as possible in the neighborhood, help improve the physical appearance of the area, help stores and shops stay in business in the area, help reduce crime in the area, bring in "new blood" to help rejuvenate the area, maintain a feeling of unity amoung the residents, and make the neighborhood a desirable and safe area to live. "Somewhat important" goals include keeping the neighborhood informed about political issues, and maintaining ethnic and racial harmony in the area. Helping people obtain home improvement loans at low interest rates, and helping poorer people stay in the area are not goals of the newsletter.

ORGANIZATION

The editor and her husband are solely responsible for putting out the newsletter. Both are consistered multi-dutied and work on a part-time volunteer basis. Editorials are not published, nor are endorsements for political candidates.

The major sources of news are the Fairwood Community Association, personal contacts, and Our Lady of Peace Parish. There are no correspondents from inside or outside of the neighborhood and no national or international news is published.

ADS

Free Estimates **721-3630**

DOMENIC MUTTILLO

repairing · installation
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2634 East 122nd Street
Cleveland, Ohio

Excellent Waterproofing
and
Cement Work
Reasonable Prices

Call - DAVE MANNOCHIO — 795-3376

Can't wait to join Fairwood?? Here's a membership form!

FAIRWOOD MEMBERSHIP FORM

Name ______________________________

Address ______________________________

Dues: $12.00
$30.00 (business)

FAIRWOOD LIFE
published monthly
THE COMMUNITY THAT CARES!

12301 Woodland Avenue
229-3453
June/July, 1982

SCHOOL'S OUT!

Yes, July is here and our days are longer and children are everywhere! And yet children have a curfew. Here is a brief list of minors' curfews:

1. Children 12 years old and under cannot be outside after sunset.
2. Children 13 - 16 years old cannot be outside after 11:00 p.m.
3. Children 17 years old cannot be outside after 12:00 p.m.
4. Children, no matter what age, cannot be playing and/ or loitering in the streets.

VERY IMPORTANT

Parents are responsible for their children. Being responsible means being punishable. Police officers will be strictly enforcing curfew rules.

KEEP OUR CHILDREN SAFE

Notify police at 621-1234 or Fairwood Auxiliary at 229-3453 if you need to report a curfew violation.

* * * * * * * * * *

PRESIDENT'S MESSAGE

Dear Neighbors,

School's out and again we must remember to be extra careful of the youngsters in the area. A little extra care driving can help avoid an accident. The Cleveland Police have notified us that they will enforce a curfew this year.

Vincent Francioli

PRODUCTION

The newsletter is printed by J.P. Quality Printing in Cleveland. The editor is in charge of production.

ADVERTISING

Advertising is offered free to businesses and member of the association. Non-members are charge a fee. The newsletter received financial support from organizational funds of the association. All ads come from small local businesses in the area. A classified section has never been tried. Advertising takes up about 5% of the newletter's total space.

CONTENT

Approximately 95% of the content deals with local neighborhood concerns, with the remaining 5% dealing with city-wide or national topics.

Stories appearing in "several stories per issue" are: civic groups, clubs, organization, celebrations, neighborhood problems, issues, crime and courts, a calendar of area events, and news briefs about personal things going on. Usually appearing "only once per issue" are: business, neighborhood politics, news about block clubs, and information on how to get needed social services. Appearing less often than every other issue are: city politics, features about interesting personalities in the area, news of redevelopment efforts, information of the redevelopment association, reports on how city-county governmental activities affect the area, and news of ethnic groups in the area. Stories "almost never" appearing are: entertainment, religious topics, and sports.

The newletter only concentrates on neighborhood news. Since Mrs. DiVita has been editor the newsletter has: provided more information, been more business-like, been more consistent about content, and has focused on crime prevention and neighborhood safety.

AUDIENCE

The newsletter has a press run of 2,500 and the editor estimates that each copy is read by at least one person. The Fairwood Life is distributed door-to-door by local neighborhood children who are paid $1 per street.

Reader feedback is channeled through the Executive Board of the association. The papers shift toward greater emphasis on crime prevention and safety was in response to reader requests. Letters to the editor would be very important to the Mrs. DiVita is she ever received any, but she has never received one.

PROBLEMS

Problems areas identified by the editor include an inconsistent distribution system, news gathering problems, and inconsistent support, motivation and cooperation from most of the members of the association.

Some of the things Mrs. DiVita has found to be successful for the newletter are always maintaining a positive attitude, naming specific individuals in each issue, and acknowledging the support and cooperation of local dignitaries whenever possible.

In the future the editor would like to increase the size of the newsletter.

forgotten
triangle
kinsman community newspaper

VOL. II. No. 7 Serving The Kinsman Community December 1978 FREE

NEW PLANT PROPOSED FOR KINSMAN SCHOOL SITE

Ace Truck Body, which manufactures container systems and hydraulic truck components at 7810 Colfax, is proposing to build a new plant and office at the site of the old Kinsman School.

The adjacent property, on the northwest corner of Kinsman and E. 79, is still owned by the Board of Education.

Andrew Jurek, president of Ace, says he is working with the city on a plan to acquire the land similar to the Orlando Bakery deal. On that site, the city used federal funds to purchase the property, which it sold to the company for $1.

"The property was appraised at $97,000 for two acres," Jurek says. "For $40,000 I could get two acres in Twinsburg. I'm not out to rob the city. I'd like to stay here, but we do need a write-down on the land to make it feasible.

"We'll still be paying taxes--I'm not asking for tax abatement."

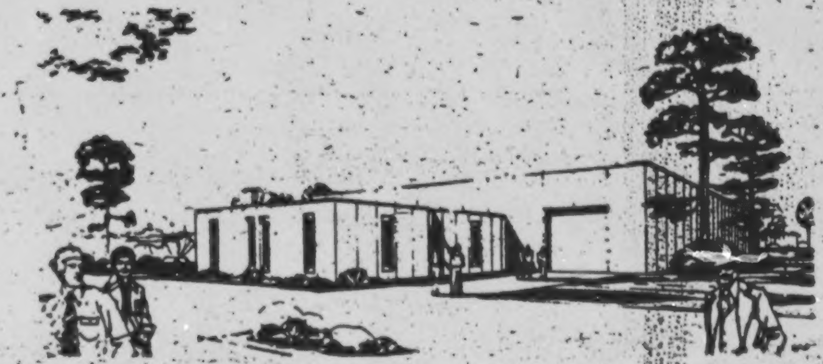
Jurek's business, started by his father, has been in the area since 1938. Jurek grew up in the are and went to Kinsman School and Rawlings Junior High.

Ace is one o ne of three manufacturers in the United States of its kind, and distributes nationally. It plans to build a 20,000 square foot manufacturing facility and a 3,000 square-foot office.

It employs 13 people now and would hire 15 more in the new facilty.

Jurek says the plant will not cause environmental problems. " We have a good relationship with our neighbors. There's no noise. And we'll just be moving to the adjacent empty lot."

CONTIUED PAGE SIX


ACE TRUCK BODY CO. - MANUFACTURING & OFFICE FACILITIES
ARCHITECT

An artist's sketch for the proposed Ace Truck Body plant and office on the site of the old Kinsman School. It would be a stressed copcrete building, and allow the company to expand and move out of its "stables," on Colfax Rd., which were build around the time of the Civil War.

VISTAs JOIN GVNH

Three VISTA volunteers have joined Garden Valley Neighborhood House to work in the community. They are:

Alice Colven, a local resident, who will be working on community organizing, John Hayden, of Canton, Ohio, who will be working with local industries on job development, and Bill Forbes, of Houston, Texas, who will work with Rainbow Terrace.

VISTA is a federally-sponsored program set up in the 1960s as part of the war on poverty. The umbrella agency is ACTION, which also handles Peace Corps and other programs.

A training session for the new VISTAs was held recently at Garden Valley. Trainers included Suzette Johnson, Bill Phillips of WECO, Bill Smoot, manager of Rainbow Terrace Apartments, and Marcella McIntyre, president of Rainbow Terrace Tenants Association.

Thomas Watson, a social work student at Case Western Reserve University, who will also be doing work on employment in the community, also participated in the training.

THE FORGOTTEN TRIANGLE

Editor: The paper served the Garden Valley-Kinsman area and now is out of print.

HISTORY

The first issue of the Forgotten Triangle was published in May, 1977. The paper served the Garden Valley-Kinsman area, which is also known as the "Forgotten Triangle." Robert Lever, a Vista volunteers, and a staff of about 12 volunteers started the paper. In an article in the first issue titled The Birth of a Newspaper, Lever writes:

> "I began working on the idea of a newspaper for this neighborhood about four months ago. The first thing I did was meet with various community leaders to see if they thought a newspaper was needed, and if they were willing to work on getting one started.
>
> I learned a number of things in these months. First, the area I thought to be the Kinsman neighborhood was not seen as one neighborhood by its residents. Rather, it was seen as three or four different neighborhoods that just happen to be in the same vicinity...
>
> Another thing I learned was that there was very little communication between the various sections in the neighborhood. People in one section didn't know what was happenning in another...
>
> The people I spoke with expressed frustration at this fragmentation in the community and welcomed the idea of a newspaper. A group of about 10-12 people began meeting and worked very hard to put together this first issue. We raised funds through advertising and some contributions, and will continue to do so, while trying to remain independent of any outside influences..."

Lever stayed with the paper until January, 1979. At that time Suzette Johnson, who had been co-editor, became the paper's editor.

The paper had an audience of about 15-20,000 readers and was distributed through stores, churches, neighborhood centers, and door-to-door.

The paper published it's last issue in October 1979, with Cheryl Reed as the editor.

HEIGHTS GAZETTE

Editor: Leslie Barodi, publication now suspended
Address: 4527 Monticello

HISTORY

The Gazette began printing durning the Summer of 1980. Mr. Leslie Barodi was business manager for Liberty Publishing for three years prior to working on the Gazette. Prior to the emergence of the Gazette, Barodi had purchased the publishing rights to the Hungarian paper, Dagzbagslad, and the Buckeye Press, as well as all the basic production equipment belonging to those papers. The Buckeye Press had already folded because, as Barodi explained it, the paper experieced a changing neighborhood makeup and distribution problems in its last years. Thus, while continuing with the Hungarian paper, which enjoys a good circulation, Mr. Barodi filled the publishing void left by the Buckeye Press with the Gazette, a paper serving a new and different neighborhood. The Gazette's masthead defined the neighborhood as Cleveland Heights, South Euclid, University Heights and Beachwood. It published as a bi-weekly until the publication ceased, due to time constraints which arose due to other business obligations. Mr. Barodi was relatively new to the neighborhood but hoped that the Gazette could deal with those concerns left untouched by the larger Sun publications.

Mr. Barodi listed those problems first encountered as distribution, and the changing of ad format and ad clients. He noted that the initial response by both readers and ad clients was very good. A somewhat unique aspect of the paper was that all work, including all production, was done in Mr. Barodi's house, Although it wasn't intended to be his chief source of income, the paper was expected to make a profit. He noted with some pride that the paper had been in the "black" while he ran it.

GOALS

Communicating with as many groups as possible was identified as "extremely important." Goals listed as "very important" were: helping to improve the area's physical appearance, keeping the neighborhood informed about political issues, helping to reduce crime in the neighborhood, maintaining ethnic and racial harmony in the area, and helping stores and shops stay in the area. "Somewhat important" goals were: trying to reach the entire neighborhood, helping people with home improvement loans, and bringing "new blood" into the area. Mr. Barodi noted that while the paper tried to reach the entire neighborhood,

123

THE HEIGHTS GAZETTE

uable offers inside from your favorite area merchants! Check it out with The Heights Gazette!

A Neighborhood Circulation to the residents of Cleveland Hts. South Euclid, University Hts. & Beachwood

ished By Sorent Media, Inc. Distributed Monthly

ol. 2, No. 21 CLEVELAND, OHIO November 1981

CARRIER ROUTE
PRESORTED
BULK RATE
U.S. POSTAGE
PAID
Cleveland, Ohio
Permit No. 1745

Board voted to withdraw the South Euclid-Lyndhurst school levy from the November ballots

By a 4-1 vote, the South Euclid-Lyndhurst School Board decided to withdraw the proposed six-mill operating levy from the November 3rd general election ballot. Board Vice President ert MacNaughton cast the only dissenting vote.

As reported in the last issue of the *Heights Gazette*, the levy had failed to pass on three previous occasions—two of them this year. Evidently, Board members felt that placing the issue on the ballot for a fourth general referendum was too risky at this time, despite the narrow margin of defeat in September of only 810 votes.

Some residents have voiced alarm that continued failure to pass the school levy would ultimately result in an inability to offer quality education and, thus, discourage parents with young children from moving into the community.

The group of dedicated residents, however, who have worked diligently on behalf of the levy are to be commended for their foresight.

Inevitably, cuts will have to be made in the 1982 school budget if no additional funds are forthcoming. At this time, however, the Superintendent has made no specific recommendations for cutbacks. Even if the voters were to approve an operating levy in 1982, the additional revenue would not be available until 1983, thus assuring budget-stretching measures during the 1982 school year.

Vice President MacNaughton commented to *Gazette* staff that he himself had contacted 1000 residents to try to convince them of the urgency of passing this levy. Referring to school levies in general, he commented, "This is the one tax you can vote against", citing, also, that the majority of school operating levies throughout the county do fail.

On an average estimated property valued at $60,000, a six-mill levy would add approximately $100 per year to the taxpayer's bill. Again, MacNaughton commented that approximately two-thirds of the residents do not have children in school.

Part of MacNaughton's reasoning for voting against withdrawing the levy from the November ballot was to ultimately save the taxpayers money, since there is no charge for adding the levy in a general election; whereas, there could be costs involved in order to hold a special election at a later date.

Important notice!

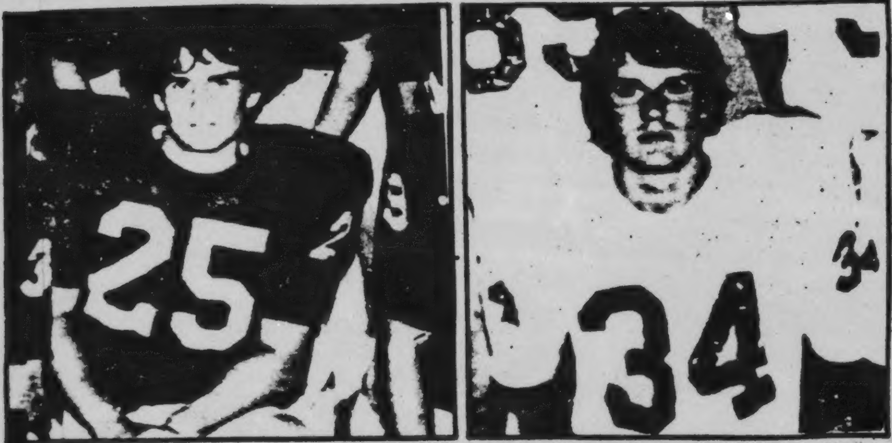
Due to increased mailing, and other, expenses the *Heights Gazette* will change its format to a monthly publication as of this issue. This will enable us to provide expanded coverage of important, relevant local issues.

Please remember to subscribe, and encourage your friends and neighbors to support this local paper by subscribing and advertising. Call us at 371-7676 regarding our low advertising rates.

Effective immediately, the *Heights Gazette* also reintroduces the policy of free classified advertising with a one-year subscription. Just $1.95 entitles you to three, 3-line, or 15-word, ads which may be used at any time during the year.

The *Gazette* is distributed to over 12,200 families and businesses in the Heights area. It pays to advertise.

J.C.U. Stars



Brad Cartwell [upper right] and Chuck Catanzarite [upper left] were recently honored by the President's Athletic Conference for Players of the Week. Catanzarite won the Defensive Player of the Week honors 4 weeks ago, and Cartwell won the Offensive Player of the Week honors just after that. Congratulations to both of them!

(Story on page 9 of this issue.)

Nominations sought for University Hts. award

In preparation for its 19th Annual Community Awards Program on Nov. 14, the City Beautiful Commission of University Heights is seeking nominations for its Citizen-of-the-Year Award.

To be eligible for nominations, the candidates must be residents of University Hts. who are active in community affairs, whether in civic, educational, religious, charitable, or cultural organizations and pursuits, or whose professional duties make them leaders within the surrounding areas, thus bringing honor to University Heights.

Nominations with at least brief explanation for the choice should be sent to City Beautiful Commission, c/o Mrs. June Hall, Clerk of Council at City Hall, 2300 Warrensville Rd., University Heights 44118. The announcement of the Citizen of the Year Award and other community tributes will be made by Mayor Beryl Rothschild during the program of the November 14th dinner-dance in the O'Dea Room at John Carroll University in University Heights. Reservations may be made, $11.00 per person, by phoning 932-7800.

Gala benefit held at the Severance Mall

The Junior Committee of the Cleveland Orchestra and Severance Center will sponsor a gala benefit, "Severance Swings", for the Cleveland Orchestra, on Sunday, November 1 from 6:30 to 10:30 p.m. at the new concourse at the Severance Center shopping mall, Mayfield and Taylor Roads. The event, planned as a 1940's style party will feature cocktails, hors d'ouvres, entertainment and dancing to the music of Trevor Guy's Guys and Dolls and Harry Hershey's State Theatre Orchestra.

On
Nov.
3rd
your
vote
counts

Supervise your children on Halloween

Parents are asked to provide careful supervision during the trick-or-treat hours of 6:30-8:30 p.m. on Oct. 31st. Motorists are advised to use special care in driving. The Police Auxiliary will offer extra security for our children.

INSIDE THIS ISSUE

Notes From "the Handyman" 3
Entertainment 4
Legislative Report 5
Senior Adult News 6
Dining 8
Sports 9
Classified & Sports 10-11
Horoscope 12

Severance Mall expansion is here

The new concourse at Severance Center, to open November 1, will be anchored by a Gold Circle Department Store, and will offer eight additional new specialty stores to the shopping mall's current fare.

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there are some neighborhood areas which he does not attempt to reach, such as a new Russian settlement in Cleveland Heights, where many people do not read English. Identified as "not a goal at all" was helping poorer people stay in the area.

ORGANIZATION

Only two people worked for the paper full-time, the publisher/editor (Mr. Barodi) and the advertising manager. There were four to five part-time workers with duties in all areas of production and distribution. Everyone on the staff was considered multi-dutied and was paid.

The publisher/editor and a co-editor wrote the paper's editorials. Topics of all community orientations were included. The publisher intended to include political endorsements of candidates from the local to the national level elections.

Most of the paper's news sources were press releases from local government, civic groups, and educational institutions. The publisher anticipated correspondence from councilmen. The only national or international news the paper published involved the neighborhood.

PRODUCTION

The Gazette was a standard, Web off-set tabloid in format. It usually ran eight pages. All production to the point of printing was done within the publisher's home; the printing was done at the Call and Post. The publisher was in charge of production.

ADVERTISING

At the time of the interview, ad revenue was the only source of income for the paper, but the editor intended to eventually charge a news-stand price. Both the publisher and the ad manager got the ads. Most of the ads were bought by small local businesses, although the editor anticipated political ads. The paper had a regular classified section; the ad rate was one dollar for a three-line classified ad. Some 70% of its content was devoted to advertising. Mr. Barodi acknowledged that this was a comparatively high percentage and anticipated lowering the percentage once the paper became more established.

CONTENT

The breakdown between neighborhood concerns and city-wide concerns was 50/50. Most of the city-wide or national news content was general information: legal advise, real estate advise, astrology, and health.

The content categories selected as appearing in "several stories per issue" were: entertainment, civic groups/clubs/organizations, neighborhood problems and politics, crime and courts, news about block clubs, a calendar of area events, features about interesting personalities, and information on how to get needed social services. Appearing "only once per issue" were: business, sports, reports on how governmental activities affect the area, news of ethnic groups, and news briefs about personal events. Topics appearing "less often than that were: religion, city politics, and news of redevelopment efforts and the redevelopment association.

AUDIENCE

The actual press run of the Gazette was 12,000, although the publisher claimed a readership of up to 30,000 based on the theory that the copies are well passed around. Most distribution was door-to-door, with 10,000 copies circulated in that manner, and the remaining 2,000 dropped off at area stores.

The publisher learned about readers' interests through many phone calls and letters. The publisher tried to be "absolutely responsive to readers' requests." Letters were "very important" to him.

PROBLEMS

The basic problem the Gazette encountered was news gathering. The paper was short of actual reporters and relied heavily on press releases.

Regarding advise to other editors and publishers, Mr. Barodi believes that a sufficient amount of capital is vital for beginning a neighborhood newspaper. Also, in-house composition set-up is very benificial for the sake of efficiency. Like most editors, he believed that prior newspaper experience is essential for the principle staff members of a newspaper.

THIS IS KAMM'S CORNER

Editor: Carolyn Verlie
Address: Kamm's Area Development Corportation (Kamco)
17138 Lorain Ave.

HISTORY

This is Kamm's Corner is a quarterly newsletter serving its parent organization, Kamm's Area Development Corporation. It is concerned with the area between West 130 St. and the western limits of Cleveland, and from Hopkins Airport north to Lakewood. It was founded on April 9, 1979 at the development corporation, three years after the corportation itself started. The editor is a corporation employee and had been with the newsletter since the beginning. The corportation is a non-profit organization with the purpose of renovating the commercial district of Kamm's Corners

The newsletter did encounter some problems at first. The most significant trouble was with the cost of printing and printers who could not meet deadlines. Distribution was a problem because hand delivery was not effective and lack of mailing funds. Also, there was some difficulty at times getting copy from advertisers.

GOALS

As a redevelopment organization newsletter, the publication is charged with several goals. "Extremely important" goals are trying to reach the entire neighborhood with news, communicating with as many different groups as possible, helping to improve the physical appearance of the area, helping stores and shops stay in the area, providing information on activites of the organization, providing low cost, highly effective advertising for small businesses, highlighting the "positive programs and general friendliness" of the neighborhood, encouraging the residential support of the commerical area to prevent blight, and educating the residents about community development ideas and methods. Bringing in "new blood" to help rejuvenate the area is "very important," and keeping the neighborhood informed about political issues, helping people obtain home improvement loans at low interest rates, helping reduce crime in the neighborhood, and maintaining ethnic and racial harmony in the area are "somewhat important" goals. Helping poorer people stay in the area is "not a goal at all."

ORGANIZATION

The entire staff of the newsletter consists of two part-time members. The editor and typist-receptionist are multi-dutied, and are paid as organization employees. Ads are solicited by a volunteer committee.

The newsletter publishes no editorials and political issues are not covered in the paper.

Much of the news the paper publishes is generated by the parent organization. Some of the neighborhood organizations which supply the paper with news are the YMCA, schools and churches, and the West Park Community Council. There are no correspondents from inside or outside the neighborhood.

PRODUCTION

The newsletter is printed at Abel Printing (West 130th and Lorain in Cleveland, Ohio). The editor is in charge of production.

ADVERTSING

Although the newsletter is an organizational publication, it is self-supported by ad revenue alone. It gets at least 90% of its ad copy from small, local businesses. Advertising is about 50% of the total content.

CONTENT

The newsletter is concerned only with the local neighborhood, and primarily news topics related to neighborhood redevelopment. The content categories likely to appear in "several stories per issue" are: business, civic groups and clubs, news of redevelopment efforts and information of the redevelopment association, as well as a feature called "news notes." Appearing "once per issue" are: religious topics, neighborhood problems and news briefs about groups in the area. Also appearing in every issue is an article which looks at the history of the area, which has been the lead article for about the past year. In "every other issue" are features about interesting personalities in the area, information on how to get needed social services, news briefs about personal things going on, and news of ethnic groups in the area. Entertainment and reports on how city-county governmental activities affect the area appear "less often than that." Stories "almost never" appearing are: sports, neighborhood and city politics, crime and courts, and a calendar of area events.

The editor cites many changes that have occurred since she has been in charge. There has been an increase in news

128

this is.... Kamms Corners

This is Kamm's Corners' is a publication of
Kamm's Area Development Corporation,
17138 Lorain Avenue, Room 212,
Cleveland, Ohio 44111
Phone: 252-6559

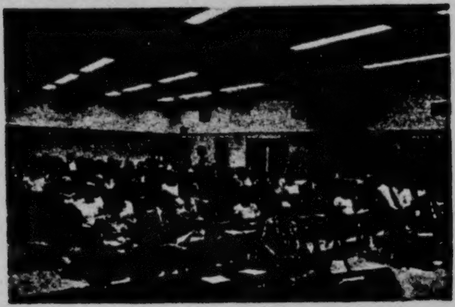
August 1982 Issue

Carolyn C. Verlie,
Executive Director

Russell Geiger, Jr.,
Chairman

5th YEAR CELEBRATION HELD

KAMCO'S 5th Annual Meeting was held on May 27, 1982 at the West Park United Church of Christ. Over 100 people heard the status reports on progress being made at Kamm's Corners. Keynote speaker Rep. Mary Rose Oakar was delayed in Washington and congressional aide Al Koson gave an informative update.



The Friends of KAMCO elected Mr. Reeves Cochran (W. 171st St.) to the Board of Trustees. KAMCO members elected the following to also serve on the Board: Robert Hickel (United Church of Christ), Stanley Kerka (AmeriTrust) Scott Reshetalo (SLR Properties), and Howard Schreibman (Schreibman Jewelers).

Three awards were given in recognition of great contributions to the improvement of Kamm's Corners. The recipients were: The Family Tire Center; Storefront Renovation. Mrs. Gertie Cebulis; Community Service Award. Mr. Charles Humbert, Jr.; Special Merit Award for two years' service as KAMCO'S Chairman.

KAMCO DIRECTOR TO LEAVE POST

Carolyn C. Verlie, Executive Director of KAMCO, will be leaving the organization to become a full-time mother in September.

Ms. Verlie came to Kamm's Corners five years ago from the City of Cleveland's Division of Economic Development. Carolyn has a degree in urban planning and worked in the commercial revitalization section.

As KAMCO'S first director, Ms. Verlie organized merchants and involved residents. She stressed the benefits of working together and plotted a course of action to improve Kamm's Corners.

Five years later, we have made much progress in beautifying, organizing, and strengthening the commercial district. We thank Carolyn for her dedicated efforts and wish her the best of luck.

Carolyn Verlie, KAMCO Director,
recognized for service by
Trustees Howard Schreibman (left) and
Charles Humbert (right).

A successor to Ms. Verlie has not yet been chosen. The Search Committee hopes to present a candidate to the Board in the next few weeks. A public announcement will be made as soon as a new director has been selected.

A summary of KAMCO'S activities and programs is detailed on the following page. Please look at the variety of programs underway to upgrade the commercial center of our neighborhood.

Questions, suggestions and membership are always welcome! If you would like to voice support for our efforts to maintain the quality of our community, don't hesitate to let your councilman know.

GARY KUCINICH Ward 19	671-3767
DALE MILLER Ward 20	252-7827
JOHN ZAYAC Ward 21	252-8939

(Photos courtesy of Humbert Studio)

submission from neighborhood residents. The ad copy in general has a more sophisticated look, and there has been an increase in the number of ad coupons in each issue. The newsletter also had decreased the organizational news content in favor of more neigborhood news.

At the present, no other changes in content are anticipated.

AUDIENCE

The newsletter has a circulation of 13,500, with 12,900 distributed through the mail, and the remainder through the more than 100 stores in the area.

The most significant change for the newsletter resulting from readers' interest and requests is the inclusion of neighborhood news. The editor believes the newsletter tries to be responsive to readers' calls and letters.

PROBLEMS

A minor problem noted by the editor is in the artistic and technical areas of advertising.

In the future, Verlie sees the possibility of more pages per issue, but does not consider it likly that the publication will become a weekly.

The editor advises other papers to make a satisfactory arrangement with a printer. Also she has eased distribution troubles by mailing the publication at the non-profit bulk rate. "The newsletter has filled a vacuum in the neighborhood. It is good that most or all news in the paper is positive."

NHS NEIGHBORHOOD NEWSLETTER

Editor: Anita Woodward
Address: 4115 Bridge Ave.

HISTORY

The newsletter first appeared about three years ago in the same format it has today. The Neighborhood Housing Service (NHS), which had been in existence since 1975, hoped the publication would help them in their efforts to promote home improvement and home buying in the NHS Ohio City area and St. Stephen's Square (from West 41st to West 58th, between Franklin and Walworth Ave.). Anita Woodward, its original editor, said that she had problems with the technical aspects of the job, and with finding NHS volunteers willing to help. The Newsletter is published about three times a year and promotes the NHS in a straight-forward fashion.

GOALS

The basic purpose of the Newsletter is the same as that of NHS -turning St. Stephens square and surrounding areas into a more desirable place to live. As a result, helping to improve the neighborhood's physical appearance, helping homeowners acquire loans, and maintaining racial and ethnic harmony are "extremely important goals". "Very important goals" are to: communicate with as many different groups as possible, help poorer people stay in the area, and help reduce crime in the area. "Somewhat important" goals are to: keep the neighborhood informed about political issues, and bring in "new blood" to help rejuvenate the area. Trying to reach the entire neighborhood with the news, and helping stores and shops stay in business in the area were identified as "not very important" goals of the paper. Wooward added "instiling a sense of pride in residents" and "making people want to live here" to her list of priorities.

ORGANIZATION

Unlike some of her collegues, Woodward is a volunteer, spare-time editor. She is employed full-time at Metro-General Hospotal. Her five regular contributors include four other volunteers, and one paid NHS staff member. Former Plain Press editor Lisa Oppenheim now donates her photography and layout skills to the Newsletter. A NHS staffer "proofreads" each issue before it goes to the printer.

FRANKLIN BLVD

W 44 ST

RANDALL RD

W 58 ST

W 41 ST

Neighborhood Newsletter

Neighborhood Housing Services of Cleveland, Inc.

St. Stephen Square

Spring 1982

2nd Annual Housing Fair Coming Soon

Have you ever passed by a century home and imagined what it would be like to live inside? Did you wish that you could see in the window or just walk in and explore the many rooms? Would you like to own a home for $18,000-$25,000 in an improving neighborhood? If you answered "yes" to these questions, the folks at Neighborhood Housing Services of Cleveland, Near West Side Program have good news for you.

On Sunday, June 13th, from 1:00 to 5:00 p.m., Neighborhood Housing Services of Cleveland, Near West Side, will sponsor The Second Annual Neighborhood Housing Fair. Tours of at least ten rehabilitated Victorian Homes will be available, plus Realtor "for sale" open houses.

The tour homes are located in St. Stephen Square, the western section of Ohio City, and Buckley Park. Participants may tour the neighborhood by bus, walking tour or private automobile. All tours are free. The Housing Fair will originate at the West Side Multi-Service Center, 4115 Bridge Avenue (at the corner of Bridge and Randall Road). Free parking will be available.

In addition to visiting lovely old homes, visitors will have an opportunity to buy refreshments and handicrafts, and to listen to Dixieland music provided by the Joe Kasper Trio. For more information or to volunteer to help at the Fair, call NHS at 961-2096. We hope to see you there!

Inside:

- ★ **Free map and tour guide for the Housing Fair**
- ★ **NHS shines the "Spotlight" column on a classic case of NHS cooperation**
- ★ **Buckley playground area residents create a park**
- ★ **How to choose a contractor**

WALWORTH AVE

CONTENT

The NHS Newsletter does not run editorials, in the traditional sense. "It's all editorials - we're not trying to be unbiased, Woodward admits. A typical article deals with low-cost insulation or a resident who has fixed up a dilapidated house. The NHS Community Relations Commitee is the main source of news and story ideas, although expert advice on insurance or interest rates is occasionally solicted. Once in a great while, an event not directly related to NHS, such as a city-wide housing fair, can be included. In general, though, the Newsletter is strictly an in-house publication. "There is no ongoing stream of information (from other sources)," Woodward says.

Content appearing in "several stories per issue" are: neighborhood problems and issues, news of redevelopment efforts, information of the redevelopment association, and information on how to get needed social services. Features about interesting people in the area are usually printed "once per issue" and reports on how city-county governmental activities affect the area appear in about "every other issue." Appearing "less often than that" are: business, neighborhood politics, crime and the courts, calendar of area events, and news of ethnic groups in the area. Content types identified as "almost never appearing" are: entertainment, religious topics, sports, civic groups, clubs, organizations, celebrations, city politics, news about block clubs, and news briefs about personal things going on.

PRODUCTION

The Newsltter is type set at the Orange Blossom Press, in Ohio City. Lisa Oppenheim oversees the operation.

ADVERTISING

No ads appear in the Newsletter. Woodward is not totally opposed to the idea, but feels that an ad could be misconstrued as an NHS endorsement of a specific business.

AUDIENCE

From its press run of 2,500, Woodward estimates the newsletter has 3,500 readers. Feedback from any of them, however, has been practically non-existent. When asked how she learns what her audience wants to read about, she replied, "We guess."

PROBLEMS

Woodward said her biggest problem is staffing, as volunteer labor is sometimes undependable. Finances could become troublesome, if the recession deepens. Each issue costs about $400 to produce, and most of it must be donated by NHS financial supporters.

The Newsletter's greatest success, according to its editor, has been its ability to help establish the identity of St. Stephens Square as a neighborhood. Woodward plans to place more emphasis on human interest, but otherwise plans no major changes.

As a journalist, however, she is somewhat frustrated. She would like the newsletter to become more of a newspaper than merely the arm of an organizationn, but she realizes this is impossible. "There's a little bit of closet Washington Post in us (community editors), all wishing that we could change the world with our little newspaper," she said.

THE NEIGHBORHOOD NEWS

Editor: Ellen Psenicka
Address: 8120 Harvard Ave.

HISTORY

The paper began September 23, 1923, at Broadway and East 55th Street, the "hub" of the community. At first it was an advertising paper owned by a member of the Broadway-55th Merchants Association. Members of seven area ethnic catholic churches were a major part of the original community. The paper currently serves the Broadway-Harvard area. One early editor was Clarence Spears, who served as editor from 1933-1939. The News has enjoyed such good health and stability through the years that the only problem John Masek, the Publisher of the paper, thought was worth remembering was when rationing reduced the papers advertising durning World War II.

GOALS

The news editor scored all the suggested goals either as "very important" or "extremely important,." Goals indentified to be "extremely important" are: communication with as many groups as possible, helping to improve the physical appearance, and maintaining ethnic and racial harmony. "Very important" goals are to: try to reach the entire neighborhood with the news, keep the area informed about political issues, help people to obtain loans at low interest rates, help stores and shops stay in business in the area, help to reduce crime in the area, and bring in "new blood" to help rejuvenate the area. To this list, Mr. Masek added: "The paper has enjoyed success because it serves the total needs of the people who live in the area. It is also a medium available to the groups--church, civic, fraternal, etc.--to keep the community informed of the social activities, political activities, general needs, and city services."

ORGANIZATION

Three people work for the paper full-time with the duties of news editing, ad solitication, layout, and general receptionist. Seven people work part-time in gathering news, typing, typesetting, photography and distribution. Everyone is paid and almost everyone is multi-dutied.

The News does have editorials, but they are "limited." The publisher usually writes the editorials concerning political topics and community needs. Only candidates for mayor and council are given political endorsement by the paper.

The major sources of news are public meetings and organizational press releases. Neighborhood correspondents cover events from city hall, and members of organizations, such as the Slavic Village Association, keep the paper informed about their activities. There are no correspondents from outside the neighborhood, although the paper does publish news from the U.S. Congress, federal, state and local agencies. Other local organizations supplying the News with information are the Karlin Club, Bohemian National Hall, the PTA, veterans' associations, and senior citizen groups.

PRODUCTION

The News is printed by offset at the Call and Post. It is one of the few remaining traditional, large format papers (21 inches x 13 inches). The publisher's wife, the managing editor, is in charge of production.

ADVERTISING

A full-time ad manager sells the ads, which are the only source of income for the paper. Most of the ads are from small local businesses, with some coming from ad agencies representing the larger businesses and corporations in the area. There is a regualar classified section. Advertising comprises 70-75% of the paper's content, which is compariable to other papers surveyed in the area. This may account for the larger format of the newspaper.

CONTENT

Local neighborhood concerns and city-wide topics account for 90% of the news content. The following topics were reported appearing only "once per issue": entertainment, religious topics, business, sports, civic groups, clubs organizatins, celebrations, neighborhood politics, neighborhood problems and issues, crime and courts, news about block clubs, calander of area events, features about interesting personalities in the area, news of redevelopment efforts, information of the redevelopment association, information on how to get needed social services, news of ethnic groups in the area, and news briefs about personal things going on. Reports on how city-county governmental activities affect the area were said to appear "less often than every other issue."

The news editor said that since he has been with the paper (more than 30 years) there has been more news of the suburban area added. Masek attributes this to the neighbor-

WITH PRIDE
we salute our working force
LABOR DAY
MONDAY, SEPT. 6

The Neighborhood News

THE GARFIELD HEIGHTS TRIBUNE
HOME DELIVERED IN SOUTHEAST CLEVELAND, GARFIELD HEIGHTS, NEWBURGH HEIGHTS, CUYAHOGA HEIGHTS, INDEPENDENCE AND VALLEY VIEW SINCE 1928

[illegible] CIRCULATION [illegible] [illegible] HARVARD AVE. AT BROADWAY [illegible], SEPTEMBER 1, 1982 441-8141

BBB investigates circus promotion tactics here

[illegible]

City wins court appeal involving I-480 funds

[illegible]

Residency bill splits Council

[illegible]

Savings still grow at Third Federal Savings

Ben S. Stefanski
Chairman of the Board
Chief Executive Officer

[illegible]

[illegible]

Lourdes clambake marks centennial celebration

[illegible]

[illegible]

Mayor reports drop in crime

[illegible]

New RTA schedule starts Tuesday

[illegible]

Police nab juvenile vandals

[illegible]

Mail copy early for next issue

[illegible]

Alliance to hold convention here

[illegible]

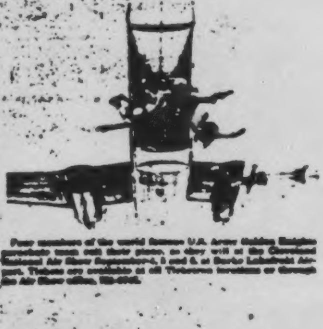
Steve Bencic to host 15th Oktoberfest here

[illegible]

Steve Bencic

Golden Knights to perform

[illegible]



[illegible]

hood's emigrating population. He anticipated no future changes in the content of the News at the time of the interview.

AUDIENCE

The circultation of the News is 23,500, with an estimated readership of 75,000. The paper is distributed in a variety of ways including: door-to-door carriers, centrally located boxes, key store locations, and by mail to about 600 former residents who no longer live in the area.

The paper learns about the needs of the readers through a good knowledge of the neighborhood, and by maintaining contact with organizations and people through phone calls and letters. The news editor considers letters from readers "very important--a major information source" and tries to be "very" responsive to readers' requests.

PROBLEMS

A shortage of reporters was the one problem Masek identified for his paper. One tip that the news editor would give to other papers is the idea of using strategically located distribution boxes (e.g. at bus stops and in front of popular stores).

Masek believes the Neighborhood News will always be a successful, family-owned and independent newspaper, unlike those which have been absorbed into the Sun Publication chain. In support of all neighborhood papers, he states, "A neighborhood publication is a solution to the information-sources needs of a community."

OHIO CITY NEWSLETTER

Editors: Lois Davis
Address: 1 Market Square Park, a publication of the Ohio City Redevelopment Association.

HISTORY

The Newsletter was first conceived of during a friendly conversation in a restaurant, and first published in February, 1980, according to the former editor Paul Klein. Its operation is currently in the public relations office of Lutheran Hospital (Klein is the PR director), although the co-editors expect to move it to an office soon -- possibly the Central National Bank Building at West 25th and Lorain. The Newsletter is published six times a year, with four seasonal and two special issues.

The parent orgaization is the Ohio City Redevelopment Association, which believes the publication is vital to the well-being of the Ohio City neighborhood. Members of the organization had become worried at the rise in both the crime rate and the deteriorated condition of many buildings in the neighborhood, and designated those problem areas as chief concerns for the newsletter.

A main problem encountered at first was a complaint from "certain socio-economic classes for being overlooked in the news coverage." The Ohio City neighborhood has many residents of low SES as well as middle-class residents and people rehabilitating historic buildings.

GOALS

The areas believed to be "extremely important" are: helping stores and shops stay in business in the area, help reduce crime in the area, bringing "new blood" into the area, maintaining ethnic and racial harmony, and offering public relations to the wider community. Trying to reach the entire neighborhood with the news is "very important." Goals identified as "somewhat important" are to: help improve the physical appearance of the area, help people obtain home improvement loans at low interest rates. Listed as "not a goal at all" are to: commuciate with as many different groups as possible in the neighborhood, keep the neighborhood informed about political issues, and help poorer people stay in the area.

ORGANIZATION

The newsletter is a very small-budget publication and has no staff members who are either full-time or paid. There are, however, as many as 20 part-time members participating

Ohio City

Published by the Ohio City Redevelopment Association / 574-9165

Vol. IV No. 1 Spring 1982

A Word from the President

. . . Jim Bowers

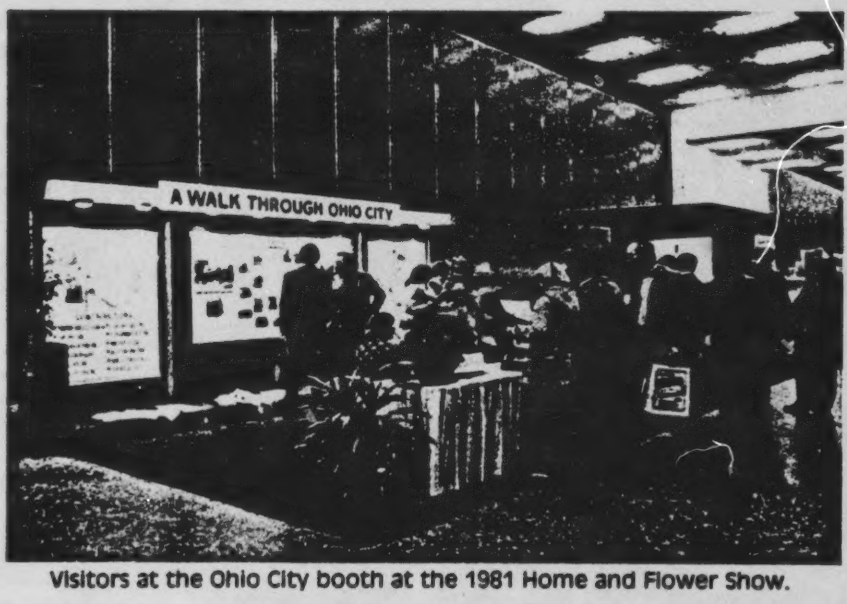
The Board of the Ohio City Redevelopment Association has spent considerable time over the past year setting goals and priorities. This becomes difficult when there are so many worthwhile projects that need the attention and dedication of the organization.

After careful deliberation, the following priorities were established: facade improvement program for West 25th Street; economic development of the Ohio City area; financial planning for OCRA as an organization; marketing and public relations for the Ohio City area; the ongoing operation of existing programs; an ongoing public relations effort for OCRA.

As we do planning for the organization, we are cognizant of the diversity of the area, and we hope to maintain its heterogeneous nature. This is one of Ohio City's strengths. Our membership includes residents, businesses, industry, and institutions. Our goals, therefore,

Continued on page 7 ►

HOME AND FLOWER SHOW


A WALK THROUGH OHIO CITY

Visitors at the Ohio City booth at the 1981 Home and Flower Show.

OCRA will have a booth at the Cleveland Home and Flower Show for the second consecutive year. It will feature two video tapes on large screen television, slides of Ohio City homes that are for sale, and a display showing photographs of the area. Community information will also be available. The theme of this year's booth is "Ohio City — Your Home, Your Community." The presentation will be on display for ten days beginning March 5th.

"We are a Dream," first shown last year, tells the story of Ohio City from its beginnings, through its decay, and the subsequent rebirth of the area. "Ohio City Interiors," a new video feature, presents the interiors of six restored homes with residents expressing their feelings about their neighborhood.

This year a stronger emphasis will be placed on real estate. Slides showing 40 properties along with descriptions and sale prices will be available. One of the two goals, according to committee chairman Mark Johnson, is to try and sell real estate. Last year several Ohio City homes were purchased as a direct result of OCRA's participation in the Home and Flower Show. The second goal is an effort to stimulate business in

Continued on page 5 ►

ANNUAL MEMBERSHIP MEETING

The OCRA Annual Membership Meeting will be held Thursday, March 18th at 7:30 p.m. at Lutheran Medical Center Auditorium. The auditorium is located at 2609 Franklin Boulevard with the entrance at Franklin Circle (the corner of Franklin and West 28th Street). Everyone is welcome to attend — members, friends, neighbors, anyone interested in Ohio City.

A social hour will follow at Market Street Exchange at approximately 8:30 p.m. (or whenever the meeting ends). There will be lots of free hors d'oeuvres and a cash bar available.

We're sure to have an exciting, informative evening. Election of board members will take place, an update on OCRA activities will be outlined, and plans for the future will be discussed.

So don't overdo it on the day before, St. Patrick's Day, and join us for an exciting evening. Remember, we can only be a successful organization with **your** participation.

in all editorial and production areas. Everyone is multi-dutied. There are an additional 20 people who help distribute the newsletter.

The newsletter's editorials are written by either the organization executives or the city council member from the ward. The most common editorial topics are community involvement, crime, and housing opportunities. The newsletter does not endorse political candidates.

The major source of news is general assignment reporting. There are no neighborhood correspondents at present. However, an important correspondent from outside the neighborhood is the district's congressperson, Mary Rose Oakar. No national or international news is published. Block clubs, churches, and organizations such as the Near West Side Neighbors in Action, supply the newsletter with news.

PRODUCTION

The Newsletter is printed by photo offset at the Suburban Press, which is located on Lorain Ave. The Newsletter's production is supervised by Lois Davis.

ADVERTISING

Most or all of the Newsletter's ads come from small local businesses. The co-editors are the main ad salespeople. There is a regular classified section, but for real estate only. Advertising accounts for only about 25% of the papers financial base. Other financial support is from contributions.

CONTENT

The Newsletter is entirely about local neighborhood concerns. Those items which appear several times per issue are: business, civic groups and clubs, neighborhood problems, news of redevelopment efforts, and news briefs about personal events. Topics appearing "once per issue" are neighborhood politics, crime and courts, news about block clubs, an events calander, redevelopment association information, and reports on city-county governmental activities. Only news briefs about ethnic groups are listed as appearing in every other issue.

Since its beginning, the Newsletter has increased in both format -- from four to eight pages -- and staff size. Also, the paper now includes news coverage of all socio-economic segments of the neighborhood.

AUDIENCE

The printed circultation is 5,000, although the editor believes more people than that actually read the newsletter. Most of the distribution is split 50-50 between door-to-door and mail, with the remaining copies dropped off at restaurants and stores. The publication does try to be responsive to the readers' needs, and letters are becoming a major source of feedback.

PROBLEMS

The problems the editor cited are technical or production (due to a heavy work load), lack of time, and maintaining a staff.

For the future of the Newsletter, the editor anticipates a larger circulation and a more frequent publication.

OLD BROOKLYN NEWS

Editor: Sandy Watkins
Address: 4302 West 30th St., Cleveland, Ohio.

HISTORY

The News came into existence at about the some time as the Community Development Corporation (CDC), thanks mainly to a 1978 Community Deveopment Block Grant. Its original editor no longer lives in the Cleveland area, but the former CDC Commercial Coordinator, Sarah Toth recalls that some of the paper's early problems concerned distribution (finding people to deliver door-to-door), advertising (convincing local merchants to buy space), and just getting their feet on the ground.

GOALS

Goals identified as being "extremely important" to the paper are: trying to reach the entire neighborhood with news, helping improve the appearance of the area, and helping stores and shops stay in business in the neighborhood. Goals listed as "very important are to: communicate with as many different groups as possible in the neighborhood, keep the neighborhood informed about political issues, help reduce crime in the area, and bring in "new blood" to help rejuvenate the area. Keeping the neighborhood informed about political issues, and helping poorer people stay in the area where identified as "somewhat important goals, while maintaining ethnic and racial harmony in the area was "not a goal at all" for the paper.

ORGANIZATION

No one works full-time on the News. A network of unpaid stringers, from neighborhood churches, businesses and civic groups supply some copy. Occasionally, news releases from national organizations, such as the Red Cross are used, as are reports from the area's state and national political represenatives. The News does not endorse candidates; however the editor said, "We're very big on equal time."

PRODUCTION

The News is laid out and photostated at the Bulletin printing plant in Twinsburg. Watkins oversees the operation.

ADVERTISING

Over the past several years, the News has attracted enough advertising to support nearly all of its production costs. The ads come almost entirely from Old Brooklyn businesses and organizations. Advertising comprises roughly 65% of the paper's content, according to the editor.

CONTENT

Close to 90% of the editorial content relates directly to the neighborhood, filling a gap left by the PD, and the Sun chain. Information on the CDC, businesses and Cleveland City Hall decisions affecting Old Brooklyn seem to dominate. The editor said that The News now runs fewer stories on the CDC, and is developing a larger and more diverse network of stringers.

Stories identifed as appearing in "several stories per issue are: business, civic groups, clubs, organizations and celebrations, neighborhood problems and issues, and information on the redevelopment association. Stories appearing "once per issue" are: entertainment, neighborhood politics, calendar of area events, news of redevelopment efforts, and information on how to get need social services. Appearing in "every other issue" are: features about interesting personalities in the area, and reports on how city-county governmental activities affect the area. Appearing "less often than that" are religious topics and city politics. "Almost never" appearing are sports, crime and the courts, news of ethnic groups in the area, and news briefs about personal things going on.

AUDIENCE

The News is distributed free to 20,000 households each month, by nominally-paid carriers. Feedback from readers comes in the form of phone calls, letters, and attendance at CDC Board of Trustees meetings.

PROBLEMS

Lack of ads and staff pose problems for the paper, but Watkins does not see many obstacles to the paper's continued success, unless the small businesses that advertise regularly are hurt by the economy. She says the News will soon expand from its present eight pages to twelve, and may some day be able to operate independently of the CDC.

old brooklyn news

Old Brooklyn Community Development Corporation

Volume 5, No. 8 Cleveland, Ohio AUGUST 1982

Block grant funds aid Old Brooklyn

An area of Old Brooklyn has been designated as a Neighborhood Strategy Area (NSA). The 1982-83 Block Grant program, passed by Cleveland City Council at its June 14 session, will provide a total of $500,000 for physical improvements in each of four new NSA's. In addition, the low-interest loan program, a paint refund program and an elderly social services program will continue to provide funding to all qualified residents that apply.

The Old Brooklyn NSA's boundaries are from Muriel Avenue to State Road to Behrwald Avenue to Fulton Road. The Block Grant represents the first federal money to be allocated into the Old Brooklyn area. Ward 16 Councilman Joe Cannon sees the NSA designation in his ward as a great opportunity to make needed improvements. As an Old Brooklyn resident, Mr. Cannon takes evening walks around his neighborhood. He says, "Many sidewalks throughout the NSA are 70 to 80 years old. Aging trees have uprooted many of the sidewalks, making them hazardous to all pedestrian traffic." In addition, Councilman Cannon adds, "Being a NSA will bring more social services into our area. Senior Citizen Resources, Inc. received grant assistance for its transport van operation because 80 percent of Old Brooklyn is contained in Ward 16." Even though Block Grant funds can only be spent on improvements in the targeted areas, the overall appearance of Old Brooklyn will benefit from the proposed site improvements.

The funds from last year's Block Grant program have been released. Areas of Ward 15 Old Brooklyn are one of the recipients of this long-awaited money. A total of $106,000 will be spent for the improvement of Plymouth Playground located on Mayview Avenue off Broadview Road. In addition, Block Grant money totaling $88,000 was used to help retire the mortgage of the Broadvue Theater, presently owned by the Old Brooklyn Community Development Corporation.

Ward 15 Councilman Jim Rokakis is skeptical as to the future of the Block Grant program. "This is at best the last year for the Block Grants," states Rokakis. "NSA target areas should use caution when spending grant money. Many projects may be left incomplete awaiting additional funds. As the political leadership of the country changes, so will the future of the Block Grant program."

Old Brooklyn is fortunate to have such qualified individuals representing the community. Through their efforts, Old Brooklyn will continue to grow and unite.

Enjoying Spring Frolic Week festivities are OBCDC President Stewart McKnight and Miss Spring Frolic, Marilyn Kaczek.

Runners make new Zooper friends

The mob charges off the starting line at the 1982 Zooper Run. The lions, tigers and bears were not alarmed. Mid-race finishers (below) make for the chute to grab a time card before puffing their way over to the lemonade table. (OBN photo by Deborah A. Stasiems)

by Deborah A. Stasiems

A crowd of 140 entrants jogged past gawky ostriches and blase bears competing in the June 6th Fifth Annual Zooper Run held at Metroparks Zoo.

According to Stew McKnight, race director, 132 joggers finished the five mile course. Paul McCavitt was the first place male finisher with a time of 26:34. The number one female runner, Karen McQuilkin, finished the course in 30:32.

Oldest participant to go the whole five miles of hilly, curvy terrain was 77-year-old Bernhard E. Bloch.

The race was sponsored by the Brooklyn Kiwanis Club with the help of the Old Brooklyn Community Development Corporation and Senior Resources, Inc. The sponsors appreciated the help of the Metroparks Zoo officials.

Funds raised from the four-dollar pre-entry fee and the five-dollar day-of-the-race fee covered all expenses of holding the event. Participants received Zooper Run T-shirts, beverages and fruit.

"The number of entrants was up 20 over last year's run. Eventually, we hope the fees raised from the race will exceed the cost so we can add the money to OBCDC's Buy the Broadvue fund," explained LaVerne Maximuk, OBCDC executive director.

Warbler's wanted

Do you like to sing the old songs that sound good harmonized? Can you play a portable musical instrument? (A washboard counts, if you don't lose the beat) Can you carry a tune without putting it in a basket? Needed are folks with a willing heart and a voice without too much rust on it to form a group to sing for their own enjoyment. Don't be shy...come and try. Call Ruth, 741-0007, for details.

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THE OLD CLEVELAND GAZETTE

Editor: Kathleen E. Webber
Address: 1220 West 6th Street.

Note: The information listed below is based upon a July, 1982 interview with Jeff Glebocki of the Old Cleveland Development Corporation. The Gazette began publishing again shortly after this interview.

HISTORY

The Old Cleveland Gazette was initially organized by the staff of the Old Cleveland Development Corportation in March, 1981. It was the idea of the Corporation's former Executive Director, Partick Murphy, who felt that the neighborhood needed a more tangible promotional tool than the walking tours, radio-TV spots, or the Home and Flower show booth the group sponsored.

Cynthia Davidson-Powers, then the editor of Dialogue, the Ohio Arts Magazine, agreed to be the Gazette's editor. The first issue was published in August, 1981.

Although planned as a monthly, economic difficulties pushed the publication of the second issue back to October, 1981. Money problems forced a more permanent hiatus and the Gazette has not published since. A third issue was planned for the Summer of 1982, but the resignation of Ms. Davidson-Powers has put the publication on hold again (her husband was a staffer on the Cleveland Press; they moved out of town when that paper folded). It is expected that Patrick Murphy will assume the editor's position soon.

GOALS

Jeff Glebocki, a staff member of the Old Cleveland Development Corporation and the Gazette, listed the following goals as "extremely important": try to reach the entire neighborhood with news, communicate with as many groups as possible, improve the physical appearance of the area, help stores and shops stay in business, bring in "new blood" to rejuvenate the area, and inform the neighborhood about the tax benefits of rehabilitation and restoration. "Very important" were to: help poorer people stay in the area, reduce crime in the neighborhood, and maintain racial and ethnic harmony in the area. "Somewhat important" were to: keep the neighborhood informed about political issues and help people obtain home improvement loans at low interest rates.

ORGANIZATION

None of the staff of the Gazette receive any compensation for their duties. (Davidson-Powers kept her job as editor of Dialogue while editing the Gazette.) None of the staff worked full-time, and all were multi-dutied.

The editor is responsible for all editorial content. This includes finding writers and stories, copy editing, and design and layout of the paper. There is an ad salesman, and other volunteers take care of tasks like photography, productions, and distribution. Most of the volunteers are members of the Old Cleveland Development Corp. Writers were drawn from both inside and outside of the neighborhood.

Editorials are not included in the Gazette, and there are no plans to include any that are not concerned with rehabilitation or restoration. As a non-profit organization, the Gazette cannot endorse political candidates.

The major sources of news are the volunteer writers, in and out of the neighborhood, and other preservation/rehab publications. The Gazette receives press releases from social services and non profit organizations, but rarely uses them because they date quickly. A humorous column about life in the neighborhood was written by a loft tenant, Beth Oney, but she has moved from the neighborhood.

PRODUCTION

The paper is printed by web-offset method. Gowe Printing printed the first two issues, but the Gazette is switching to the Bulletin-Press in Twinsburg, because of cost and its closer location.

ADVERTISING

The advertising revenue is currently the sole income for the Gazette. Until ad revenues equal the cost of typesetting and printing, the paper will not appear. The majority (75%) of the ads come from the local businesses. Banks are the significant, large advertisers.

The Gazette attempted to run a classified section, but got no response from the neighborhood. The staff hopes to begin a "Special Service" directory in lieu of a classified section that will list the small businesses in the area that do not offer retail or direct services for a fee (i.e., architects, and printers)

The Gazette has applied for a small grant to cover printing fees for several months. The paper is not certain whether the Geo. Worthington Company, the area's oldest and largest corporation, will make the grant or in what amount.

Old Cleveland Gazette

THE OLDEST NEIGHBORHOOD'S NEWSPAPER

AUGUST 1981

FREE

Developer Plans for Riverfront

John Ferchill, 38, president of J. Christopher Enterprises, Inc., a Cleveland real estate development firm, is one of three general partners who recently purchased the Western Reserve Building, at the corner of West 9th Street and Superior Avenue from the Higbee Development Corporation. Born in New Philadelphia, Ohio, Ferchill graduated from Fenn College with an Electrical Engineering degree and did post graduate work at Case Western Reserve University. He now lives in Cleveland with his wife and four children.

Ferchill was interviewed on July 13 by Cynthia Davidson-Powers and Jeff Glebocki about his career as a developer—one of J. Christopher's local projects was the rehabilitation of the Lakewood Storage Building into a subsidized housing project for the elderly now known as The South-Westerly and his plans for the future in Cleveland.

Q: How did you arrive at J. Christopher Enterprises?

A: I went to work when I came out of school for the phone company, as any young guy who comes out of school and goes to work for some big company, and I was there for about four and a half years. Then I went to work for a real estate development company called Building Systems. My first project was Park Centre. I worked for them because part of my job at the phone company was finding my way around City Hall, I mean politically, so I did a lot of the leg work for the person who was the development director for Building Systems. He taught me the development business and I did his leg work at Park Centre. I then went on to do other development deals for them.

When Park Centre got in trouble—which was not because of Park Centre, but because of a lot of other circumstances, the economy was terrible and all that—it was suggested that I go over there and see what's going on. I wrote a large report and they said, "We think you should go over there and run Park Centre until it gets squared away." And I did. Four and a half years later I got out of there. I had a couple of job interviews and people I could have gone to work for—I really had no desire to start my own company; I did only because I didn't have a job.

We started J. Christopher realistically in the beginning of 1978. I guess, being director, we have been probably phenomenally

(continued on page 4)

Looking east across the Cuyahoga to the Western Reserve Building, recently purchased by Reserve Building Associates, Ltd. Photo by Joseph Karabinus.

Cleaveland to Cleveland

A sea serpent has been sighted. There's been a shocking murder.

Andrew Logan put those stories on the front page of the July 31, 1818 *Cleaveland Gazette and Commercial Register*, the first newspaper published in the Village of Cleaveland.

We have no sea serpent stories to tell, but Logan's paper has great significance for us — from it we have taken our name: *Old Cleveland Gazette.*

The *Old Cleveland Gazette* originally was conceived to serve as a newsletter for the members of the Old Cleveland Development Corporation. As we discussed potential story ideas, however, the paper began to grow. Soon it was serving Cleveland's oldest neighborhood — the very neighborhood in which Logan started *The Cleaveland Gazette and Commercial Register*. He worked in a building on the north side of Superior Avenue, west of Public Square, which also served as a weighing station.

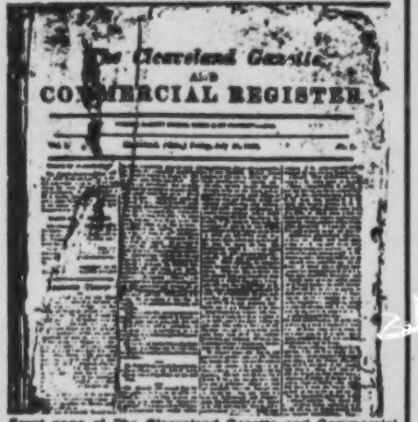
There's a great potential for development in Old Cleveland — that approximately 40 acres of the Northwest Quadrant of downtown — as well as a number of things already happening in this neighborhood. We plan to address these topics, as well as present articles on tax incentives, syndications, rehabilitation, historic neighborhoods and even a little Cleveland history. There's a lot to tell you about.

The Cleaveland Gazette and Commercial Register, a four-page tabloid, appeared weekly — or when editor/publisher/reporter Logan could get enough paper. Sometimes the type he used to set the articles was so worn that the paper was partially illegible.

We don't anticipate those kinds of problems. This, the August 1981 issue, is the first of many monthly issues to come that we hope will inform you, entertain you and entice you to take part in the revival of Old Cleveland.

Look for the free *Old Cleveland Gazette* every month. You won't want to miss it.

—Cynthia Davidson-Powers



The Cleaveland Gazette and Commercial Register

Front page of *The Cleaveland Gazette and Commercial Register*, the Village of Cleaveland's first newspaper. Photo courtesy of Western Reserve Historical Society.

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CONTENT

Some 75% of the paper's content is about local or neighborhood concerns. Topics appearing several times per issue are: business, neighborhood problems and issues, and news of redevelopment efforts. Appearing once an issue are: civic groups, neighborhood politics, city politics, a calendar of events, features about neighborhood personalities, information about the redevelopment association, and reports on how city-county governmental activities affect the area. Appearing "less often" (than every other issue) or "almost never" are: entertainment, religious topics, crime and courts, block clubs, information on social services, and personal news briefs.

Many stories are reprints of articles on rehab/restoration that have appeared in magazines or similar publications.

AUDIENCE

About 5,000 copies of the Gazette have been printed and distributed in the neighborhood at retail businesses and office buildings. The paper also has been distributed to other areas of the city that might have residents interested in the preservation of the Old Cleveland area.

Mr. Glebocki stated that the paper was not simply a communication device for the neighborhood's residents, but was intended to inform the city and suburbs about Old Cleveland and the redevelopment efforts there. The paper grew not from residents' needs or desires, but from the Development Corporation's perception that the neighborhood needed promotion. The audience is perceived as being city-wide.

The paper has not received enough letters yet to make them a significant source of reader imput. However, the Development Corporation received a large number of memberships in response to an ad in the Gazette last October.

PROBLEMS

Mr. Glebocki said that staffing, finances, and lack of advertising were the major problems of the Gazette at this time. However, he surmised that many of the problems could be solved if the Gazette could begin publishing on a regular basis. Another, more minor problem was the apathy local businesses displayed toward the Gazette. Glebocke said that they could not see the asset the Gazette could be to themselves and the neighborhood.

The most important goal of the Gazette staff right now is to begin publishing on a regular basis. Glebocki hopes to continue the eight-page paper either as a quarterly or a bimonthy. Funding is another goal; however, a dispute with another redevelopment group in the area has made the foundations wary of funding either group's projects.

Glebocki sees the Gazette as possibly filling some of the gaps left by the defunct Cleveland Press if it becomes established, covering up-and-coming neighborhoods on a city-wide basis.

PERRY HOME NEWS

Editor: Temporarily without an editor.
Address: 6111 St. Clair, publication of the Perry Home Owners Improvement Association.

HISTORY

The Perry Home News began 25 years ago with a friendly conversation in the neighborhood "Mello" bar. A group of people, including the first editor, Jerry Krakowski, was concerned with the preservation of both the ethnic identity and the general physical condition of the neighborhood. The paper's first issue came out in 1961. Richard Tariscka, the paper's most recent editor, admited that one of the chief factors inciting that original concern, as well as that of the present, was the encroaching ghetto.

The first editor remained 9 years, followed by 5 to 6 editors serving from several months to several years. Mrs. Lena Siewiorek is the only staffer that has remained with the paper throughout it's life. The paper is published monthly and it's format has always been a standard daily-size, four pages, with eight pages on holidays due to increased advertising.

Some of the original problems were getting an initial staff, finding sufficient capital and keeping politics out of the paper.

GOALS

Goals indentified as important to the Perry Home News are: reaching the entire neighborhood with news, communicating with as many neighborhood groups as possible, helping to improve the area's physical appearance, helping area stores and shop stay in business, helping reduce neighborhood crime, and bringing "new blood" into the area. Added to the priorities are: encourage new people to move into the area, inform the neighborhood of cultural events (e.g., ethnic and fraternal affairs), avoid major news from outside the area, and develop writers in the community through guest articles, especially with creative and feature stories.

Those suggested goals which were not at all important were: informing the neighborhood about political issues, helping people obtain home improvement loans at low interest rates, helping poorer people stay in the area, and maintaining ethnic and racial harmony.

ORGANIZATION

The paper has no full-time staff members, nor any paid members; everyone is multi-dutied to some extent. The total staff numbers sixumnd includes the duties of editing, ad sales, billing, copy writing, secretarial and distribution.

The paper does publish editorials, usually written by either the president of the organizaion or Lena Siewiorek, and sometimes by a guest. The editorials are usually concerned with a full range of neighborhood conditions and problems, but are never political. The paper does not endorse political candidates.

The paper's major sources of news are: the staff's personal knowledge of the neighborhood, organizations and churches, and news releases from established correspondents. Neighborhood correspondence includes letters from individuals and companies, and is usually printed on the front page, a practice intended to encourage letter writing. The most common kind of correspondence from outside the neighborhood is from former residents. There is no national or international new published. There is neither editorial concern nor sufficient staff to go outside the neighborhood. The organizations which supply the paper with news are: business, social, cultural and religious groups such as the St. Clair Business Association, Neighbors United, and virtually all the churches between E. 34th St. and E. 80th St.

PRODUCTION

The paper is printed by the standard photo-offset method at the neighborhood printer, "Equality Printing" (6231 St. Clair Ave.).

ADVERTISING

The only source of income for the Perry News is advertising, with the exception of a $7.50 fee for out-of-town subscribers (this fee only covers postage costs). Two staff members are the main ad salespeople, although the entire staff does solicit ads, especially at holiday time. Seventy-five percent of the ads are permanent and cost $3 per column inch. Most ads are from small local businesses, although ads from area corporations and even national advertisers are published. Ads for the large corporations usually are published at holiday time or when a corporation has a special problem to explain to the community, and the national ads are larger than others in size and provide a good source of revenue.

The paper has a regular classified section, covering any subject, and is always on the second page. The advertising/content ratio is usually 50/50.

* * *
Pledged to the Welfare of Our People and Improvement of Our Community
* * *

PERRY NEWS

Official Publication of Perry Home Owners Improvement Association—[illegible] St. Clair Avenue—Phone: [illegible]

* * *
An Attractive Neighborhood is Kept That Way Only by Constant Work and Watchfulness
* * *

[illegible] CLEVELAND, OHIO JULY, 1982 No. 7

St. Vitus Summer Festival — July 16-17-18

Police Community Relations

[illegible]

—Michael T. [illegible]

31st ANNUAL OHIO KSKJ DAY

[illegible]

—Frank [illegible]

ADDED DIMENSION

[illegible]

(Continued on page [illegible])

Golden Anniversary St. Vitus Church Dedication Observed at Three-Day Summer Festival

The annual Summer Festival at St. Vitus Parish this year will be of special significance. While providing the usual summer fun events at such festivals, the Church Committee together with the clergy at St. Vitus have planned a unique, entertaining and meaningful three-day special celebration. It will be the start of festivities that will mark the Golden Anniversary of the Dedication of the beautiful St. Vitus Church.

[illegible]

THREE PARISH PRIESTS BECOME PASTORS

[illegible] They are:

Monsignor Vitus Hribar ([illegible])

Monsignor Bartholomew J. Ponikvar ([illegible]), during which time the new church was built.

*Monsignor Louis Baznik ([illegible]).

*Rev. Rudolph Praznik ([illegible]).

*Rev. A. Edward Pevec ([illegible]), who two weeks ago became Auxiliary Bishop for the Cleveland Diocese to Bishop Anthony Pilla.

Rev. Joseph P. Boznar, who is serving as pastor since 1979.

HIGHLIGHTS OF THE THREE-DAY FESTIVAL

Beginning on Friday, July 16, 1982, and continuing Saturday, July 17, and Sunday, July 18, the program is quite different from previous years' festival events.

Special features will be the appearance and performance of singers, dancers, bands and dramatic players.

Homestyle dinners will be served, and, of course, takeout orders will be available for those wishing to eat later at home.

There will be a special program each day, and to help you plan to attend the events (if possible, make all of them), the following will be held:

PERFORMANCES (Tent Area)

FRIDAY, JULY 16

PANTZE NA VASI—Young Men's Chorus	8:00 p.m.
KRES FOLK DANCING	8:45 p.m.
ALPINE SEXTET BAND	9:30 p.m.

SATURDAY, JULY 17

LILIJA (Dramatics)	8:00 p.m.
KOROTAN (Chorus)	8:45 p.m.
DON SLOGAR BAND	9:30 p.m.

SUNDAY, JULY 17

TOUR OF CHURCH RECTORY	3-4:00 p.m.
MLADI HARMONIKARJI	4:30 p.m.
TAMBURITZANS	5:00 p.m.
DIXIELAND JAZZ BAND	6:00 p.m.
FOLKLORE DANCERS	7:00 p.m.
MAPLE HEIGHTS BUTTON BOX	7:30 p.m.
JEFF PECON BAND	8:00 p.m.

HOMESTYLE DINNERS SERVED

FRIDAY	
PIG IN BLANKET OR FISH	$4.00
SATURDAY	
RIGATONI AND MEATBALLS WITH SAUCE	$4.00
SUNDAY	
ROAST BEEF OR CHICKEN	$5.00

CHILDREN'S PORTION HALF PRICE

*Born and raised in St. Vitus Parish.

(Continued on page four)

Neighborhood News

by

Mrs. F. S. Siewiorek

Birthdays

[illegible]

[illegible] Wedding Anniversary

[illegible]

Wedding Anniversaries

[illegible]

New Perry Homeowners

[illegible]

Stork News

[illegible]

Convalescing

[illegible]

The McNeill-Mary O'Donnell Wed at St. Vitus

[illegible]

Traveling

[illegible]

(Continued on page [illegible])

St. Clair Avenue Sidewalk Sale — August 13-14

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CONTENT

The paper is concerned only with news about the local neighborhood. The content catagories rating high in terms of publishing frequency (several stories or once per issue) are: entertainment, religious events, civic groups and clubs, news about block clubs, a calendar of area events, information on how to get needed social services, news of ethnic groups in the area, and news briefs about personal events. The editor added to the list: the topics of neighborhood history and literary submissions by the readers, both appearing in every other issue. Those rating a low publishing frequency are: business, neighborhood politics, city politics and information about redevelopment associations. In the middle (i.e., appearing every other issue) are: sports, features about interesting area personalities, news of redevelopment efforts, and reports on how city-county governmental activities affect the area.

Recent changes in the paper's content include: less filler material, especially press releases, and more small ads. Future changes forseen are: more information about schools, (e.g., achievements of children, and more literaty submission from readers.

AUDIENCE

The Perry News circulation is 7,500 copies, and 9,000 on holidays. The paper is dropped off at churches, stores and various organizations on St. Clair Ave., between E.34th and 82nd. St. The paper is also mailed out to subscribers.

The staff learns about reader' interests and concerns through first hand communication and letters. The staff rates readers' letters as very important, especially because letters are a good indication of how well-read the paper is.

PROBLEMS

Problems the Perry News encounters are: organizational and staffing, advertising (a top priority of the paper), and news gathering (a larger staff would help). One problem which has been eliminated was that of delinquent accounts. The paper now has a policy to drop non-paying accounts.

THE PLAIN PRESS

Editor: David Beach
Address: 1921 W.25th St.

HISTORY

The Plain Press, representing the Tremont, Clark/Fulton, and Detroit-Shoreway neighborhoods, is presently enjoying a seceond life after being out of print for several years. The new Press was launched with a $15,000 grant from the Gund Foundation. Only two months were needed for preparation between the first organizational meeting and the first issue. Although the grant was very helpful, it was not essential, according to Lisa Oppenheim, the editor at the time of the paper's rebirth. The staff was determined to publish, regardless of funds.

The Plain Press first began in 1971 with VISTA workers and volunteers, and lasted about seven years. At first, there were no ads while the paper survived by donations and free services (printing) alone. The staff members were all volunteers with full-time jobs elsewhere, and were very "grassroots-oriented." A former member said that a main cause for the demise was a lack of new staff membership, leaving the existing staff somewhat overburdened.

The Plain Press was originally a monthly publication and has recently began publishing bi-monthly. The reincarnated Plain Press printed its first issue August, 1980. The editor at that time was Lisa Oppenheim. The paper is housed in the back of a bookstore on West 25th Street. Some of the problems encountered at first were: satisfying readers' interest in hard news with a monthly publication, developing a news source network, and a shortage of writers.

The current editor, David Beach, assumed this position in January, 1982. The position of editor is the only full-time, paid position on the paper. Some people do receive a small stipend for stories they submit (about $5). The editor is expected to assume responsibility for all areas of the paper - editorial, production, advertising sales, and distribution.

GOALS

The editor identified the following goals as being "extremely important": communication with as many different groups as possible in the neighborhood, help improve the physical appearance of the area, keep the neighborhood informed about political issues, help people obtain home improvement loans at low interest rates, help poorer people stay in the area, help stores and shops stay in business in the area, help reduce crime in the neighborhood, and maintain ethnic and racial harmony in the area. To this list

the Plain Press

the community newspaper for the West Side neighborhoods of Cleveland

Vol. 9, No. 11 May 24, 1982 Free

Residential vs. industrial

Residents between Scranton and W. 25th St. weigh the pluses and minuses of industrial expansion

by Chris Warren

Item: By the second week of June, L. J. Minor Corporation will level eight W. 19th Street and Auburn Avenue rental properties to make way for expansion of their W. 25th Street plant. The half million dollar development will give L. J. Minor, a world leader in the food industry, exclusive use of the block bordered by W. 25th, Auburn, W. 19th and Pearl Court.

Item: Honoring citizen opposition, the Osterland Construction Company recently abandoned ambitious plans to use "Whitewash," a large land tract at the north end of Brevier Avenue, for a new manufacturing facility. Brevier residents objected because of Osterland's plans to use their street for heavy truck traffic.

The moves made by Osterland and Minor emphasize the attractiveness for industrial use of the corridor of land between W. 25th Street and Scranton Avenue just north of I-90. As the Osterland example shows, residential and industrial interests do not always coincide.

About 400 residents live in generally well maintained single and two family homes within the area. "Whitewash"—named because the land had been the site for storage of a lime-like substance—is encircled by the homes.

Usually the area is not included as part of any named neighborhood, although it lies exactly where Tremont, the Near West Side and Clark-Fulton communities join. City planners often overlook the area when they take sharp pens to maps.

For growing industries, however, the corridor offers some decided advantages; mixed zoning patterns, inexpensive land, availability of existing utility lines and service, quick access to interstate highways, and closeness to downtown and/or "flats" suppliers.

Osterland Construction, headquartered at 2410 Scranton Ave., wanted to capitalize on these assets by placing an aggregate-base plant on "Whitewash". To do so, the company would have had to run heavy trucks at a rate of 10 to 15 a day up and down Brevier.

To their credit, Osterland, sought the opinions of area residents before finalizing the plans. On the advice of Councilwoman Helen Smith, Jim Alex, Osterland's president, hosted a neighborhood meeting to describe his company's designs for "Whitewash."

Continued on page 7

Brevier Avenue residents organized to persuade a company not to put a factory on this vacant tract of land at the end of their street.

New recreation center will open by July 1

by Larry Bresler

The Near West Side's new recreation center on Lorain Avenue near W. 65th Street is expected to be completed between the middle of June and the beginning of July, according to city officials.

It will be called the Michael Zone Recreation Center and will include a gym that is banked for running, a swimming pool, four handball courts, sauna baths, an exercise room, a senior citizen lounge and meeting rooms.

The center's director will be David Sacco, a Near West Side resident who was active in the community struggle to obtain the center. "As someone who worked to see this rec center become a reality, I am very excited about being its first director, Sacco said. "I am particularly looking forward to working with residents to insure that the center will serve the Near West Side area's needs."

In anticipation of the center's opening, an interim advisory board of community residents and workers has been set up to oversee the policies and programs of the center, to make sure that it opens smoothly and to plan for the effective use of the large amount of land at the center's site. The board will serve for no more than six months until a more permanent board can be elected.

The community residents, workers and youth serving on the board include: John Lavelle, Mary Noch, Dave Calaway, Glenna Fischer, Judy Corrigan, Pat O'Malley, Mary Zone, Thelma Chambers, Keith Trembeth, Rhonda Sneed and Molly Carreon. John Lavelle from St. Coleman's Church is the board's chairperson.

The board's meetings are open to the public, and the next one will be on May 26 at 5:30 p.m. at the West Side Multi-Service Center, 4115 Bridge Ave. If you have any questions about the new rec center, call John Lavelle at 651-0550 or any of the other board members.

Neighborhood groups plan arson early warning system

by Gloria Aron

In 1970, 25 percent of Cleveland's 8,450 fires were the result of arson. In 1980, 48 percent of the city's fires were arson related, with losses estimated at a devastating $14-16 million.

Approximately 35 percent of Cleveland's "known" arsons are concentrated in three neighborhoods—Near West Side, Tremont and Broadway. In each of these neighborhoods arson accounts for over half of all structural fires.

Although the efforts of Near West Neighbors In Action (NWNIA), Tremont West Development Corporation (TWDC) and Citizens to Bring Back Broadway have had some success in reducing arson in these areas, it has not been enough.

In May 1981 these three neighborhood groups formed the Cleveland Anti-Arson Coalition, After much research the coalition decided that arson can best be prevented by establishing an "Arson Early Warning System," a computerized system which analyzes city and county records and identifies high risk housing prone to arson.

Early Warning Systems have proven to be effective in other cities. In New Haven, Conn., for example, areas with such a system have seen arson decline 18 percent, while arson has increased 30 percent in areas of New Haven without the system.

Cleveland safety director Reginald Turner and deputy director Diane Downing met with the coalition on May 6, and both agreed to endorse and support the group's effort to obtain a system. They also agreed to help the group solicit funds from the private sector.

On May 19 the anti-arson coalition held a public meeting in the Broadway area with Turner, Downing and representatives from five insurance companies. The companies would not commit themselves to help fund the system at the time (It's clearly in their financial interest to help fight arson.), but they did agree to come to another meeting and to encourage more companies to attend.

The next public meeting of the anti-arson coalition is June 16 on the Near West Side. For more information call NWNIA at 281-5508 or TWDC at 575-0920.

Inside

Special section on food issues, see pages 4 and 5.

the editor added: informing the community about social services, and defending the community from outside interests looking to exploit it as also being "extremely important" functions. Trying to reach the entire neighborhood with news was identified as very important and bringing in "new blood" to help rejuvenate the areas was identified as "not very important."

ORGANIZATION

The editor is the only full-time member, with a crew of some 60 volunteers assisting the paper. Only the editor is paid full-time and others are paid according to the work submitted.

There is no editorial writing at present, but it is planned for the near future. Political issues will be included, but only when the topic pertains to the neighborhood. The paper cannot endorse political candidates because of the Gund Foundation funding. Special election supplements and candidate surveys are printed in the Plain Press.

The major source of news is staff reporting (e.g., interviews of community groups and organization leaders). There are presently no neighborhood correspondents, but that is a goal. The editor wants to establish a network of stringers. Information from outside the community is received from organizations such as the Cleveland Tenants Organization.

PRODUCTION

The paper is printed by offset press at Bulletin Press, in Twinsburg. The editor is in charge of production.

ADVERTISING

In general, the editor gets the ads for the paper. Most advertising comes from small businesses, although Central Bank and East Ohio Gas do advertise in the Plain Press. There is no regular classified section; however a community bulletin board appears each month in the paper. No full-page ad section is planned. Advertising has become the primary source of financial assistance.

CONTENT

As much as 95% of the paper's content is about local neighborhood concerns. Topics published several times per issue are: (information about) civic groups and clubs, and neighborhood problems and politics. Appearing once per issue are: business, sports, block club news, city politics, a calander of area events, news of redevelopment efforts, information of the redevelopment association, and reports on how city-county governmental activities affect the area. Stories about crime or the courts, and news briefs about personal things going on (e.g., births, achievements, etc.) appear less than every other issue. Entertainment, religious topics, and information on how to get need social services are not covered in the paper.

Primary focus of the content is on events which affect Cleveland. Therefore, news of national budget cuts might be covered in the paper.

AUDIENCE

The circulation for the Press is 10,000, with a readership of 20,000, Mr. Beach estimated. The paper is free and is distributed through small businesses: banks, grocery stores, drug stores, community centers, and clinics. Mail subscription is planned for the future.

The Press learns about its audience through direct communication with the readers. As editor, Oppenheim conducted a survey to determine the likes and dislikes of the paper's readership.

The editor tries to be responsive to the reader' requests. He considers letters an "extremely important" aspect of a community newspaper and has the papers back page reserved as the readers' page, where letters and poetry are printed in each issue.

PROBLEMS

Mr. Beach perceives the major problems of the Plain Press as financial. Other problems, such as distribution and staffing, were seen as minor problems that were related to the financial condition of the paper. Like all papers, the Plain Press needs more ads.

Mr. Beach would like to see the paper grow from an 8 page to a 12 page newspaper. He sees the paper maintaining its base on the Near West Side. He does not forsee the Plain Press expanding its physical boundries unless some other alternative weekly or monthly, such as Cleveland Magazine or Nothern Ohio Live folded.

Republicsteel Neighbor
A PUBLICATION FOR THE BROADWAY-FLEET AVENUE AREA
August, 1982

A Trip Down Memory Lane . . .

THE OLD NEIGHBORHOOD. Admiring pictures from the past are Slavic Village area residents, Ralph Miller, foreground, and Joe Wolfe, both active in the Forest City Park Civic Association. The exhibit is the first in a series of visual displays sponsored by the Cleveland Heritage Program of the Cleveland Public Library, and illustrates the historical life and times of the Broadway-Fleet neighborhood.

Scenes from the community's industrial section — the old wooden mills on Broadway and the steelmaking plants of Republic and U.S. Steel — as well as turn-of-the-century portraits of family living are included in a collection of 100 photographs at the Fleet Branch Library.

The exhibit can be viewed during August. Afterwards, it will be moved to other Cleveland branch library locations for display.

Special Guest Highlights Broadway Fair Aug. 12-14

What do Ronald McDonald, hot rods and a polka band have in common?

They're all special attractions at the annual Broadway Street Fair and Sidewalk Sale set for August 12 through 14.

Courtesy of the famous fast food restaurant chain renowned for its hamburgers, Ronald McDonald will appear on Saturday, August 14 at noon to delight fairgoers with a one-hour magic show at Dan Kane Park.

Other activities scheduled for Saturday include the following: a display of hot rods, Corvettes and funny cars can be viewed on Berkwill Street which will be closed between Doloff and Broadway. Also, the Bill Mulhausen Polka Band will keep feet stomping at the park with lively polka tunes. Several other local bands will perform during the festival and feature contemporary, rock, jazz and country-western music.

The ART STUDIO on Broadway will give away free balloons and paint colorful faces on fair attendees who can also participate in drawing a wall mural or designing their very own lapel button pin.

A boxing exhibition sponsored by the P.A.L. Club will be held in the Broadway training center, and St. Alexis Hospital will administer blood pressure tests at a booth set up inside the Police Auxiliary Outreach Center.

There will be a variety of good things to eat — burritos, ribs and Italian sausages as well as Polish kielbasi and sauerkraut sandwiches in addition to a beer truck and several refreshment stands.

Sidewalks in the Broadway-E. 55th area will be lined with reduced merchandise as the Broadway Merchants sponsor their annual summer sale.

Photo Courtesy of Epstein and Szilagyi Designers Inc.

DOUBLE IMAGE . . . Clowning around in front of a mirror, Cathy Bryan of the ART STUDIO demonstrates her face painting skills on volunteer Jeff Kolenko.

SVA Director Says:

Improve Fleet; Become Self-Sufficient

The new executive director of the Slavic Village Association is Janine Stempfer. A native of Cleveland who grew up in the Old Brooklyn neighborhood, Stempfer came on board in May.

Janine Stempfer

Commenting on endeavors the group plans to undertake, Stempfer said its primary goal will be to improve Fleet Avenue and later expand to the East 71st and Harvard commercial areas within the Association's boundaries. Market studies are being conducted and a renovation program is under way.

Another objective of the Association is to become self-supporting within the next few years. Stempfer believes this can be accomplished by increasing membership in the organization to residents. The Association is chiefly supported by dues from local merchants, property owners and a few residents. She plans to mail a brochure to area residents which will include a membership application form. The pamphlet will provide information on the history of Slavic Village, its future goals and what the Association has to offer to members of the community. Also, the group will continue to hold fund-raisers. Other items on the agenda include projects directly affecting citizens, such as crime prevention and community awareness programs.

"We're striving to become an organization of the people and for the people working to maintain and

(Continued on Page 2)

Party #2 Set For Morgana Park

Another "Party in the Park" is set for Sunday, August 22 from 4 to 8 p.m. at Lower Morgana Park off Broadway. Polka music will be provided by the talented Bruno Milos' Harmony Stars. Refreshments include hot dogs, pop and beer — for 50 cents each.

The Merchant's Guild of Slavic Village is sponsoring the event and will use the income from the sale of refreshments to help defray costs of holiday lighting on Fleet during the Christmas season.

"Between 4,000 and 5,000 people attended the first Party in the Park held on July 4," Rich Kraynowek, president of the Merchant's Guild, said.

"4,000 hot dogs, 20 kegs plus 100 cases of beer and 100 cases of pop were sold," he said. "We hope the August party will have an even better turnout."

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THE REPUBLIC STEEL NEIGHBOR

Editor: Debrah Kavulich (Republic Steel Public Affairs Manager)
Address: 3100 East 45th St.

HISTORY

For the first three years of the paper's existence (1978-80), the paper was published yearly. The paper is an attempt by Republic Steel to improve it's community relations with the surrounding neighborhood. The first issue contained some articles written by a New York public relations firm, however following issues were written solely by Republic's public affairs office. According to Debrah Kavulish, who became editor in 1979, the paper began to publish quarterly in 1981.

GOALS

"We try to communicate to the community so they see the plant as a positive contributor to the area," Kavulich said. But this does not mean the paper shuns controversial issues such as air pollution. "We're not afraid to talk about them in print," Kavulich said. "We don't want it (the paper) to be self-serving.

Of the suggested goals, the only two identified as being "extremely important" are: to help stores and shops stay in business in the area, and communicate with as many different groups as possible in the neighborhood. "Very important" goals of the paper were to try to reach the entire neighborhood with news, help improve the physical appearance of the area, help reduce crime in the neighborhood, and maintain ethnic and racial harmony in the area. "Somewhat important" goals were to help people obtain home improvement loans at low interest rates, help poorer people stay in the area, and bring in "new blood" to help rejuvenate the area. Keeping the neighborhood informed about political issues was not a goal at all.

ORGANIZATION

Kavulich is editor and sole staffer; she puts out the paper in addition to her duties as public affairs manager. She does all the writing, photography and lay-out.

The nearest thing to editorials are articles about the company's progress, plant additions, environmental improvements, and how business and the economy affect the neighborhood plant and the community.

The major sources of news are neighborhood group meetings, which Kavulich attends. "These meeting provide good story leads," she said. Corporate sources also provide her with news. Organizations supplying her with news include Citizens to Bring Back Broadway, Broadway Development Corporation, Slavic Village Association, Merchants' Guild of Slavic Village, University Settlement, and the Communty Development Department of the City of Cleveland.

PRODUCTION

Kavulich does the lay-out. Printing is done by Alliance Printing.

ADVERTISING

The paper does not accept advertising, and would not if it were offered. All costs are paid by Republic Steel. There is no classified ad section.

CONTENT

Kavulich said approximately 75% of news content was about local neighborhood concerns and about 25% about corporate matters. Content categories appearing in "several stories per issue" are: business, civic groups, clubs, organizations, celebrations, news about block clubs, and news of ethnic groups in the area. Content types usually appearing "only once per issue" are: neighborhood problems and issues, news of redevelopment efforts, and information of the redevelopment association. Entertainment stories appear in every other issue. Appearing "less than that" are: sports, features about interesting personalities in the area, reports on how city-county governmental activites affect the area, and information on how to get needed social services. Topics "almost never" covered are: religion, a calander of area events, and news briefs about personal things going on. The paper never prints stories about city or neighborhood politics.

AUDIENCE

The paper has a circulation of 20,000. The Broadway Boys' Club distributes the Republic Neighbor door to door. Members also drop stacks, containing 500-1,000 copies at local stores and shops. For providing this service, the club receives a donation from Republic Steel.

Asked how she learns about her readers and what they want to read, Kavulich replied, "I know my readers by attending numerous community group meetings, but as to what they want to read, it's pure speculation on my part". She said letters from readers are very important, but that the paper is not published enough for there to be a steady correspndence with the readers.

PROBLEMS

The only problem is with staffing. Kavulich puts out the paper single-handedly. "It's been like my baby," she said. There is a secretary in Kavulich's department who may help eventually.

THE ST. CLAIR AND SUBURBAN NEWS

Editor: Carol Matetic
Address: 5844 Highland Road, Highland Hts., Ohio 44143

HISTORY

The St. Clair and Suburban News began March 6, 1964, in the perdominatly Slovene-Croatian neighborhood of the East St. Clair Avenue area. The founder, Frank Dolence, is now deceased. The present editor is the daughter of the founder and has been with the paper since the beginning.

The News is a free, monthly publication with the original purpose of "helping the area residents to become more aware of what was happening around them." One problem encountered in the beginning was in building neighborhood recognition.

The paper was originally produced in the 55th-St. Clair area, but when Ms. Matetic became editor she was living in Highland Hts. and continued publishing the paper from her home. The paper receives a good circulation in the suburbs and according to the editor has "followed it's people as they have moved out of the area." Ms. Matetic estimates 40% of the papers readers live in the suburb.

GOALS

The three goals defined as "extremely important" are reaching the entire neighborhood with news, helping stores and shops stay in the area, and helping to reduce neighborhood crime. "Very important" goals are communicating with as many different neighborhood groups as possible, and helping to improve the physical appearance of the area. Goals identified as "somewhat important" are: keeping the neighborhood informed about political issues, helping people obtain home improvement loans at low interest rates, helping poorer people stay in the area, bringing in "new blood" to help rejuvenate the area, and maintaining ethnic and racial harmony in the area.

ORGANIZATION

All operations of the paper are performed by one person, the editor, who is paid. There are currently four writers working for the paper.

The paper publishes no editorials and endorses no political candidates.

The major sources of news for the paper are organizations: churches, schools, fraternal groups, and news

St. Clair & Suburban News

"SERVING OUR READERS WITH *Inter-Community* NEWS & EVENTS"

VOLUME 10 - NUMBER 230 JUNE 1982 EDITION FREE COPY 8 PAGES

Old Time Days

BY: "[illegible]" MARTIN [illegible]

[illegible]

Graduate

[illegible] HAYFIELD High School. [illegible]

Police Awards

[illegible]

By: [illegible]

[illegible] COUNTRY GRILL [illegible]

Mitz's Birthday

[illegible]

Recent Death

[illegible]

Adamic Occasions

RAY ADAMIC, Sr., [illegible]

Goodrich Gannett

[illegible]

Holiday of All Slovenes, July 3 & 4

[illegible]

Continued on Page [illegible]

That's Entertainment

BY: [illegible]

[illegible]

Continued on Page [illegible]

St. Francis News

[illegible]

VACATION TIME!!

We will NOT publish a JULY edition of this newspaper.

Deadline for the August issue will be July 20th.

Please circle this date on your calendar if you have any news articles or ads you wish to have printed.

The next issue will be delivered on July [illegible].

Thank you and have a safe and happy 4th of July.

Carol [illegible], Editor

Your VOTE COUNTS

835 E. 140 St.
(6 Blocks South of I-90)
541-1200

RAY ADAMIC TIRE & WHEEL

New & Recap Tires - Wheel Balancing - Front End Alignment - Brakes - Shocks - Tuneups

Tires & Wheels for: Auto's, 4 W.D. and Light Trucks

BFGoodrich

T/A PERFORMANCE TIRES FOR WHATEVER MOVES YOU

FREE $18.00 VALUE WHEEL ALIGNMENT With a Gas-Saving Tune-Up Special

$29.00 $39.00 $49.00

6% INDEPENDENT SAVINGS

It Pays To Be Independent!

Earn the highest interest on Passbook Savings in Cuyahoga County.
Effective Annual Yield: 6.1364%
*Savings Certificates Available
*Convenient Save-by-Mail

DIRECTORS [illegible]

INDEPENDENT SAVINGS
[illegible], Euclid, Ohio [illegible]
[illegible], Cleveland, Ohio [illegible]

services. There are correspondents from both inside and outside the neighborhood, although none are named.

PRODUCTION

The News is printed in tabloid format by photo offset. The editor is in charge of production.

ADVERTISING

The sole source of revenue for the News is advertising, most of which comes from small local businesses. The paper does have a classified section, and all advertising combined is about 60 per cent of the total content.

CONTENT

Local neighborhood concerns comprise about 95 per cent of the paper's content. The categories likely to be found in "several stories per issue" are: entertainment, civic groups and organizations, a calendar of area events, needed social services information, news of ethnic groups in the area, and news briefs about personal events. Religious topics, features about interesting personalities in the area, and news briefs about area groups appear "once per issue." Business, neighborhood problems, and news about block clubs are in "every other issue," and neighborhood politics appear "less often than that." Topics "almost never" appearing include: sports, city politics, crime and the courts, news of redevelopment efforts, information on the redevelopment association, and reports on how city-county governmental activities affect the area.

There have been no changes in content since the editor has been in charge, and no changes are anticipated.

AUDIENCE

The News has a press run of 10,000 to 12,000 and an estimated readership of around 20,000. Distribution is basically through business establishments like drug stores and banks, and churches.

The paper learns about the interests of the readers through their letters and has added a variety of feature writers as a result of readers' requests. The editor considers readers' letters to be "very important."

PROBLEMS

The News has no apparant problems, according to the editor. In reference to the paper the editor said, "People enjoy reading it and look forward to it each month. This makes it successful because it's our people we are trying to please."

SUN SCOOP JOURNAL

Editor: John Urbancich
Address: 5510 Cloverleaf Parkway

Note: The Scoop Journal is the only Sun publication surveyed in the neighborhood newspaper project. Although the Sun papers are too broad in geographic coverage to fit our definition of grassroots press, the Scoop Journal is somewhat unique in that it is a long-established paper, only recently purchased by the Sun Corporation, and still serves its traditional Collinwood neighborhood in Cleveland.

HISTORY

The Scoop was founded in 1919 by Clarence Bowman to serve the Collinwood neighborhood and was owned by the Bowman family until the mid-1960's. It became the Scoop Journal after the Bowman family sold it, and finally the Sun Scoop Journal when it merged with the Sun chain. Bound early volumes are at the Western Reserve Historical Society. Mr. John Urbancich now edits the Scoop, the Euclid Sun Journal, and the Sun Leader Journal. Bert Stratton, formally with the Express is the Scoop's lone full-time reporter. The information in this summary is based upon an interview conducted several years ago with Andy Zajac who was a full-time reporter with the Scoop and a recent interview with Mr. Urbancich, the current editor.

GOALS

Those areas identified as being "extremely important" for the Scoop are: communication with as many groups as possible, keeping the neighborhood informed about political issues, maintaining racial and ethnic harmony, and providing opinions that may be at variance with prevailing neighborhood views. "Very important" areas are: reaching the entire neighborhood with news, helping people obtain home improvement loans at low interest rates, and helping stores stay in business. Helping to reduce neighborhood crime is listed as "somewhat important."

ORGANIZATION

John Urbancich edits the papers and usually writes editorials which pertain to the issue's lead story, while Bert Stratton does much of the writing. Articles also are submited by stringers.

PRODUCTION

Paste up and photo copies of the paper are prepared at the Sun's main office in Valleyview. Printing is done by Gowe Printing in Brainbridge, Ohio. The parent corportation, Sun Newspapers, a subsidiary of the Post Corporation, is in charge of production.

ADVERTISING

The ads are sold by three Sun employees. Although the Scoop represents the Collinwood area, it is housed with two other Sun papers, the Euclid Sun Journal and the Sun Leader Journal, with one ad department serving all three papers. Most of the advertising consists of regional ads (for example, cigarette ads) solicited by the main Sun office, but local merchants also advertise in the Sun-Scoop. There also are political and public service ads. The paper has a regular classified section. Advertising accounts for about 60% of the content.

CONTENT

About 90% of the Scoop's news content is about local neighborhood concerns. Appearing in several stories per issue are: religious topics, sports, civic groups, neighborhood politics, neighborhood issues and problems, and news briefs about personal events. Appearing once per issue are enterainment, city politics, block club news, an area events calander, features about interesting personalities, and news of ethnic groups. In every other issue are stories about business, crime and courts, redevelopment efforts, and the redevelopment assciations.

Mr. Urbancich said the paper's emphasis has shifted from folksy items to hard news and entertaining features on area residents. He and Stratton are always looking for fresh angles. "Some papers might just pick up on what the dailies are covering. We like to try a lot of different things with the Scoop," Urbancich said.

AUDIENCE

The Scoop has a circulation of about 5,000, with an estimated readership of 3,500. It is distributed by carriers, news stand sales and mail subscription. Zajac tried to be responsive to the readers' requests, and said letters from readers are "vital."

PROBLEMS

The editor freely admits to distribution and adver-

Ex-burglar stole from homes to pay for his fun times

[illegible]

(Continued on page A[illegible])

SUN Sun Scoop JOURNAL
Collinwood • Cleveland Ward 10 • Cleveland Ward 11
[illegible] Thursday, February 11, 1982 [illegible]

Friction blamed on media

Area groups now at peace

[illegible]

Justice wheels keep turning

[illegible]

Bad blood

Workers feel betrayed by GM action

[illegible]

[illegible]

[illegible]

(Continued on page A[illegible])

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

Friends, kin join 100th birthday fest

[illegible]

Pay your carrier $1 for past 4 weeks

Auto show section

[illegible]

169

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tising problems. Two things he lists as adding to the success of the paper are maintaining good visibility though attendence at civic and political meetings, and learning to take and give criticism.

SOUTHEAST TODAY

Editor: Jim Pykare
Address: Out of print, formerly a publication of the Broadway Redevelopment Corporation. (BRC)

Note: The information presented below is based upon an interview with Mr. Pykare in 1980, prior to when the paper went out of print. We were unable to locate him to update the material.

HISTORY

The Southeast Today began November, 1979 as a redevelopment organization newspaper, with the intention of offering its old, multi-ethnic community a second publication in addition to the well-established weekly, Neighborhood News. Although the Southeast Today was only a monthly, the editor believed there was a definite distinction between the community needs on both the north and south sides of the East 55th St. and Broadway Avenue. center of the overall community. Southeast Today was located in and focused on the northern section where the editor believed the older weekly had neglected neighborhood concerns. He said that the Southeast came into being when the parent organization became aware of a "citizen concern for a needed neighborhood publication well-focused on the immediate neighborhood. The other newspaper has "gone somewhat suburban and downtown Cleveland, and away from the immediate community," he said.

Some of the initial problems encountered were insufficient funding and ad sales. The organization was given a CETA grant to cover the editor's salary and some of the production machinery. The editor insisted, though, that despite the grant and the in-house set-up, the publication was basically independent in terms of publication freedom.

GOALS

The editor identified as a "very important" goal for the paper trying to reach the entire neighborhood. "Very important" goals were to: communication with as many groups as possible, help to improve the area's physical appearance, and help area stores and shops stay in business. Identified as "somewhat important" goals were: keeping the neighborhood informed about political issues, helping to reduce neighborhood crime, and maintaining area ethnic and racial harmony. Bringing "new blood" into the area was not a very important goal. Helping people obtain home improvement loans at low interest rates and helping poorer people stay in the area were identified as not goals at all.

The Southeast Today

5280 Broadway 44127

Volume 1 Issue 6
22 April, 1980
Circulation 5000
Phone 271-7006

Happenings....

POLISH CONST. DAY PARADE

Polish Constitution Day will be celebrated Sunday, May 4th, with a parade down Fleet Avenue. The parade route is from Washington Park Blvd. to Fleet to E. 71st with a reviewing stand at Broadway and Forman Ave. This is the third year that this celebration has been held in the Fleet area.

IN SLAVIC VILLAGE

Following the speakers at the parade reviewing stand, a hockey game between the CYO champion St. John's Nep. floor hockey team and a team of old timers from the Slavic Village Association will compete for the city championship in the parking lot of the old Reliable Olds lot at Forman and Broadway.

THE BROADWAY
DRAMATIC CLUB
presents
LO AND BEHOLD
(3-act comedy)
Broadway United Methodist Ch
5246 Broadway
Friday & Saturday
April 25, 26th
Curtain at 8:00 P.M.
Donations At The Door
$2.50 Adults
$1.75 Students and
Senior Citizens (with ID)
$1.00 Children 12 yrs.
and younger

On The Inside

Editorial P. 4
Corner's Concerts P. 8
Comix P. 7
Brdwy History P. 2
Classified P. 6
Ye Olde Klip Joynt P. 6

Karlin Club Anniversary

The 7th Anniversary of the new Czech Karlin Club, 5304 Fleet Ave., will be celebrated on May 3rd and 4th. The hall was built after a disastrous fire in January of 1972 and was formally opened and blessed on May 1, 1973.

It is the home of 15 Czech clubs and lodges in the Southeast or Karlin District of Cleveland.

On Saturday, May 3rd at 6:30 pm, a stuffed cabbage and keilbasi dinner will be served and the Johnny "B" combo will provide the music at the hall.

On Sunday, May 4th, a polka Mass of Thanksgiving will be offered at noon at St. Nepomucene. The John Dusek Orchestra will provide the music for the Mass.

The president of the Hall and Club is George Tesar.

For reservations and details of all activities, call Karlin Club Secretary, Joe Kocab at 883-4760.

REWARD
REWARD
REWARD

A reward program for information leading to the arrest and conviction of persons breaking windows in the Broadway area is being established by the Broadway Merchants and Manufacturing Association.

A cash payment of $25.00 to $50.00 will be awarded to the person who notifies the Broadway Development Corporation, at 271-7006, and supplies the name or names of persons who have broken windows, along with the specific location of the windows that were broken.

Further information can be had by calling Jay Gardner at the above phone number.

For Ad Rates In
The Southeast Today
CALL
271-7006

BDC GOOD NEIGHBORS

TWO BDC TRUSTEES TO RECEIVE GOOD NEIGHBOR AWARD

The Good Neighbors of the Year will be honored at a dinner this Friday, at the Inn-On-The-Square. Last year's winners were Danny Kane and JoAnn Roberts.

Mike Soinski is a lifelong resident of the Broadway area and has been an active member of the community all of his adult life. Presently Mike is Board President of Catholic Big Brothers, Vice-Chairman of the Board of the Broadway Development Corporation, and a trustee of University Settlement House. Past activities include serving as Treasurer for the South-East Neighborhood Association, Public Affairs coordinator for the Orchard Civic Association, and actively volunteering as a Big Brother for Catholic Big Brothers and Sisters.

Both he and his wife, Jeanette, are active members of St. John Nepomucene Church and serve as Parish representatives to the Cleveland Diocese "Year of the Family Project". Mike holds a Bachelor's Degree from Kent State University and a Master's in Educational Sociology from Case Western Reserve University. Mike is presently employed as an administrator for the Ohio Youth Commission.

MIKE SOINSKI

OLEAN DEMMY

Mrs. Olean Demmy has been active in the Broadway community for the past eight years volunteering countless hours at St. Alexis Hospital where her husband, Nicholas, is a staff psychiatrist. Her medical activities include serving as President to the Auxiliary of the Cleveland Academy of Medicine and Fifth District Director for the State Medical Auxiliary. In the past she has also been an active member of the Council of World Affairs.

More recently she has become involved in both the Broadway Development Corporation and the Broadway Merchant's Association. As a BDC Board Member she has taken the lead in renovating several properties she owns along Broadway, most notably the Hruby Conservatory of Music which recently was placed on the National Register of Historic Places. Not satisfied with simply seeing her own buildings renovated she has worked tirelessly to persuade, cajole, and sometimes demand that other merchants along the Broadway strip do the same. Where others have only talked, Mrs. Demmy has acted. Her buildings provide visible proof to her commitment to the Broadway community.

ORGANIZATION

Only the editor was a full-time employee of the newspaper; his salary was paid from the CETA fund. The duties of the editor included writing, photography and production. The newspaper had three part-time employees with the following specific duties: typist, deliverer and ad saleperson. The first two part-time positions were paid through the CETA fund, while the salesperson was paid on a commission basis.

The paper's editorials were written by the editor and BRC representative. The topics of the editorials ranged from local to national concerns. Endorsements for political candidates were not included in the paper.

The paper's news sources were general assignment reporting, neighborhood organizations, and individual phone calls and letters. No correspondents supplied the paper with news. National and international news were covered if there was a local connection (e.g., news from the mother country of local ethnics).

PRODUCTION

The editor was in charge of production. The paper was made photo-ready in the news office on a composing machine, and printed by photo-offset at Gowe Printer in Medina.

ADVERTISING

Although the staff had an ad salesperson who worked on a commission basis, the rest of the staff, at times, assisted in sales. Most of the ads came from small local businesses. The paper had a small classified ad section. The paper was 25% ads.

CONTENT

Content catagories identified by the editor as appearing in "several stories per issue" were: neighborhood problems and issues, news of redevelopment efforts, information of the redevelopment association, and news of ethnic groups in the area. Appearing "once per issue" were: entertainment, business, civic groups, clubs and organizations, and a calander of area events. Religious topics, sports, crime and courts, and news about block clubs appeared every other issue. Appearing in the paper less than every other issue were: neighborhood and city politics, features about interesting personalities, how the area is affected by city-county government, social service information, and news briefs about personal things.

AUDIENCE

The Southeast Today had a circulation of 5,000, with an estimated readership of approximately 4,500. Distribution was through banks, stores, mail subsciption, churchs, and organizations. The publication was free. The editor rated the readers' requests and letters as very important, and an indication that the paper was being read.

PROBLEMS

The problems the Southeast Today encountered were financial, advertising, and news gathering. The editor indicated that the staff was simply too small to adequately gather the news. As for suggested policies, the editor believed it is important to allow readers' to indicate neighborhood problems.

Concerning neighborhood newspapers, the editor said, "A paper such as this community paper answers the needs of the immediate neighborhood. The two major dailies are not responsive to neighborhood concerns."

UCCC NEWSLETTER

Editor: Michael Ittman
Address: 2061 E. 115 St., University Circle Community Coalition

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HISTORY

The publication then know as the University Circle Tenants Union Newsletter, began in early 1977 in a residense in the University Circle neighborhood as a communication of the University Circle Tenants Union. It is a quarterly publication, and was originally concerned with one major issue: informing the area tenants of landlord problems. Although there are some independent landlords in the area, most of the property and buildings are owned by University Cirlce, Inc. Some of the larger causes the Newsletter has covered are strikes, building code violations, and tenants' meetings information. In April of 1982, the newsletter changed its name to the University Circle Community Coalition (UCCC) and has increased the range of topic covered, although news of the tenants union still is the central focus. There is no attempt to publish the newsletter as an example of objective journalism; it represents a union and is motiviated by design.

The editor said the original problems were typical of volunteer efforts. Also, because some of the union organizers are lawyers, some of the early articles were written in legal language.

GOALS

The only goals ranked "extremely important" are trying to reach the entire neighborhood with news, and helping poorer people stay in the area. "Very important" were communicating with as many different groups as possible, and helping to improve the physical appearance of the area. Keeping the area informed about political issues, helping stores and shops stay in the area, helping to reduce crime in the area, and maintaining racial and ethnic harmony in the area were "somewhat important." Helping bring in "new blood" to rejuvenate the area, and helping people obtain home improvement loans were "not very important" and "not important at all," respectively. Added to the list and ranked at least as "very important" were keeping the neighborhoods' tenants informed about the activities of other tenants and neighborhood groups throughout the city, and keeping the tenants informed about the tenants union and its activities.

ORGANIZATION

The paper has no full-time workers, as it is only a quarterly, but it does have a staff of between 5 to 10 part-time members. Everyone is multi-dutied and is involved in all phases of editorial and production work. No one is paid.

The chairpersons and chief organizers of the union write the editorials. The topics are landlord-tenant concerns, neighborhood-tenant concerns, and sometimes city issues which relate to the neighborhood. Political candidates are not endorsed.

The major sources of news are first-person experiences of the neighborhood tenants, and research into problems with landlords. At present, no news outside of Cleveland is published, but the editor anticipates news of a national concern with news releases from the national tenants organization, "Shelter Force." The one neighborhood organization which supplies the union with news information is the Hessler Street Organization, which shares some of the leadership with the union.

PRODUCTION

The Newsletter is printed by photo offset at Orange Blossom Press on Lorain Avenue. Both the editor and an organization co-chairperson are in charge of production.

ADVERTISING

The Newsletter publishes no ads, but would if they were offered. The Newsletter's funds come from union membership dues, fund-raising events, and contributions.

CONTENT

Local neighborhood concerns comprise about 90% of the Newsletter's content.

Only civic groups and clubs, neighborhood problems, and news about block clubs were identified as appearing "several times per issue." News of redevelopment efforts, information of the redevelopment association, and information on how to get needed social service appear "once per issue." About "every other issue" the Newsletter prints a story on neighborhood politics, city politics, crime and courts, and reports on how city-county governmental activities effect the area. Only business stories appear "less than that." Topics "almost never" covered include: entertainment, religious topics, sports, a calendar of area events, features about interesting personalities in the area, news of ethnic groups in the area, and news briefs about personal things going on.

VOLUME I NUMBER I APRIL 1982

UCCCNEWSLETTER

UNIVERSITY CIRCLE COMMUNITY COALITION

FIRST ANNUAL CONVENTION A SUCCESS!

Over 150 residents, business people and employees of the University Circle area joined together to create the University Circle Community Coalition on February 20, 1982 at the Church of the Covenant. The First Annual Community Convention was the result of a decision made by the University Circle Tenants Union to provide a forum for community members to raise and vote on issues of concern that would ultimately set the direction of the organization for 1982-83.

The first and most significant issue passed by the membership changed the name of the organization to the University Circle Community Coalition(UCCC). A new purpose for the organization was adopted as follows: "...The purpose of the organization shall be to work on(1) resolutions that are passed at the annual meetings, and (2)resolutions that are properly put before the Board and passed by a three-fourths affirmative vote of the Board." These two changes enable UCCC to work on a wide variety of issues. We no longer work exclusively on tenant related issues but on every issue passed at the Convention.

A total of 15 resolutions were adopted. Several of these resolutions have led to the immediate formation of committees. They are the Anti-Displacement Committee and the Circle Residents Against Decontrol Committee. Look for progress reports from these committees on pages 3, 4 and 6 in this issue.

Several important invited guests spoke at the Convention. Norman Krumholz, Director of the Center for Neighborhood Development at CSU, and board member of Cuyahoga Metropolitan Housing Authority(CMHA), presented his view of future development in the University Circle area. Inez Killingsworth of the Union-Miles Community Coalition informed us about the issue of gas decontrol and the devastating effects it would have on all of us. Congressman Louis Stokes congratulated our community for joining together and emphasized the importance of our efforts. Artha Woods, Councilwoman, Ward 6, spoke strongly in favor of neighborhood residents right to be involved in decisions around the development of their community. Ms. Woods also expressed concern about the fact that University Circle Inc.(UCI)failed to attend the Convention and deal with issues of importance to the community.

(continued on next page)

The Newsletter's content has changed over the years to a broader coverage of issues, both in subject and geographical involvement. There are no future changes being planned at this time.

AUDIENCE

The Newsletter has a press run of 1,500 and an expected readership of 2,000. Distribution is mostly door-to-door and store drop-off, with some copies mailed to significant individuals, such as activists, politicians and media people.

The interests of the readers are learned from personal contact and letters. The Newsletter has changed minimally to fit the readers' needs or requests. The editor believes the Newsletter does try to be responsive to readers' requests, but thinks the letters are "not really significant" due to their very small numbers.

PROBLEMS

The most obvious problem experienced by the Newsletter is typical of small, voluntary publications - organization and staffing. Since there is no money for compensation, it is difficult to attract staff members to a consistant and long-term commitment. It is unlikely that the publication will expand much beyond a 4 to 8 page quarterly. The editor lists as another problem the difficulty in reaching some of the neighborhood's elderly.

There are two areas in which the editor believes the Newsletter does well and would advise other new and small publications to consider: being conscious of producing a physically-attractive paper, and developing good editing procedures.

For the future, the editor sees: more frequent issues, a larger area of coverage and distribution, and a more diversified coverage, which might possibly include labor concerns. The basis of the paper will always remain news of the neighborhood tenants' concerns and of the tenants union, he said.

The editor said he would like to see a proliferation of neighborhood publications throughout the city, with some means of communication available between the many editors.

THE BEDFORD TIMES REGISTER

Editor: Dan Santos
Address: 711 Broadway, Bedford.

HISTORY

According to Dan Santos, The Bedford Times-Register began in 1891 as the Bedford News Register, published by C.P. Smith. In 1897 he changed the name to the Cuyahoga County Democrat. After one year he changed the name back to the original name. In 1899, the Bedford Gazette merged with the News Register.

In 1921 Smith came out of retirement and founded the Bedford Herald as a rival to the News Register. After three and one-half years it was absorbed by the News Register.

In 1926, Ralph W. Bell started the Bedford Times which was published for twelve years until it too merged with the News Register to form the Bedford Times-Register. The paper has been published coninuously since November 29, 1891. It was preceded by four other newspapers, The Bedford Bee, The Country Intelligences, The Bedford Free Press and another unidentified paper. None of these papers survived.

The Times Register is a weekly publication in standard broadsheet format. The editor, who is in his first professional position as a journalist, has been with the paper for two years.

GOALS

The editor identified the following goals as being "extremely important": trying to reach the entire neighborhood with news, communicating with as many different groups as possible, keeping the neighborhood informed about political issues and maintaining ethnic and racial harmony in the area. Helping to improve the physical appearance of the area is "very important." "Somewhat important" are helping people obtain home improvement loans at low interest rates, helping reduce neighborhood crime, and bringing in "new blood" to the area. Helping area stores and shops stay in business is "not very important," and helping poorer people stay in the area is "not a goal at all."

ORGANIZATION

The Times Register and the Maple Heights Press have their own editors, but otherwise, virtually share the same staff. Full-time employees are the editor, general manager, and secretary. The eight part-time staff members help with typesetting, subscriptions, secretarial work, processing classified ads, proofreading and production. All are paid.

Bedford Times-Register

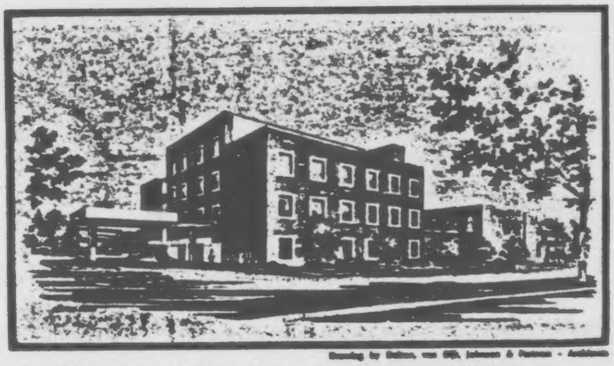
Serving Bedford, Bedford Heights, Oakwood, Walton Hills

[illegible]

Administrative raises approved

Freeze policy agreed on city manager's pay

[illegible]



[illegible]

Hospital's expansion project running right on schedule

[illegible]

Boy, 2 women die in traffic accidents

[illegible]

[illegible]

Historic local tree gets new lease on life

[illegible]

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The editor writes the editorials, which generally are about public service topics (e.g., the Heart Fund), teacher employment, and political concerns. During elections political candidates are endorsed for postions ranging from small local office to state legislature offices.

Reporting, mostly by the editor, is the chief source of news. Other routine sources are civic organizations and services, press releases, and wire service reports. There are neighborhood correspondents writing about city council meetings, and one providing a regular column titled "Around the Town" about city events, institutions, and history. There are no correspondents from outside the neighborhood, and no national or international news is published. Civic clubs and organizations supplying the paper with news are churches, the Boy Scouts, and veterans organizations.

PRODUCTION

The Times Register is printed by Web offset at Suburban Media. Both the editor and the general manager are in charge of production.

ADVERTISING

Advertising is the largest provision of revenue for the paper, with subscriptions ($4 per year)'and news stand sales (10 cents per copy) supplementing. The general manager and one salesperson handle space sales. Most of the ads are from small local businesses, and during the political seasons, some are from candidates. There is a regular classified section. The paper has a higher-than-average ad-space percentage with a range of 60-75 per cent of the total layout.

CONTENT

A 2 to 1 ratio of local concerns to city-wide and national news is covered in the paper. Appearing most frequently in several stories per issue are stories about: sports, civic groups and clubs, neighborhood politics, news briefs about personal events, and school news. Appearing "only once per issue" are crime and courts, a calendar of area events, and information about needed social services. In "every other issue" are: business, neighborhood problems and issues, block-club news, and reports on how city-county governmental activities affect the area. Entertainment, religious topics, and features about interesting personalities in the area appear "less often than that." "Almost never" appearing are: city politics, news of redevelopment efforts, information on the redevelopment association, and news of ethnic groups in the area.

Since the editor has been with the paper, he believes it has expanded its news coverage, especially of Bedford Council meetings, improved its quality of writing, and given better attention to methods of good journalism.

AUDIENCE

The Times Register has a press run of 5,000 and an estimated readership of 10,000 to 12,000. Copies are distributed by both mail and store sales. Although the paper has not changed to fit any requests of readers, according to the editor, it does try to be responsive to readers' requests and considers letters to be "very important." Feedback from readers is received through submitted articles and public meetings, as well as letters.

PROBLEMS

The editor does not believe the paper has any apparent problems, nor does he see any basic changes for the future. "The paper's main concern is to demonstrate to the community that the publication must strive for responsible, professional journalism."

THE MAPLE HEIGHTS PRESS

Editor: Dan Santos
Address: 711 Broadway, Bedford.

HISTORY

The Maple Heights Press was founded at its present address in 1947. It shares its publishing offices and resources with the Bedford Times Register, which was begun considerably earlier in 1891 (see Bedford Times Register, History).

The Maple Heights Press is a weekly publication in standard broadsheet format.

GOALS

Goals identified by the editor as being "extremely important" are: trying to reach the entire neighborhood with news, keeping the neighborhood informed about political issues, helping reduce crime in the neighborhood, and giving readers a forum for expressing opinions. Maintaining ethnic and racial harmony in the area is "very important." "Somewhat important" are: communicating with as many different groups as possible in the neighborhood, helping improve the physical appearance of the area, helping area stores and shops stay in business, and, an added goal, influencing political decisions through editorials. Helping poorer people stay in the area is "not very important," and helping people obtain home improvement loans and bringing "new blood" into the area are "not goals at all."

ORGANIZATION

The Maple Heights Press and the Bedford Times Register are published by the same editor and staff. Full time employees are the editor, general manager, and secretary. The eight part-time staff members help with typesetting, subscriptions, secretarial work, processing classified ads, proof reading and production work. All are paid. The editor writes the editorials, which are usually about community issues and political concerns. Political candidates are endorsed for local and state-wide elections.

The editor does most of the reporting and relies on organizations, press releases, and wire-service reports for supplied news copy. Organizations regularly sending news to the paper are churches, the Boy Scouts, and veterans organizations. High school students are hired as sports and school news writers. Correspondents from outside the neighborhood include politicians such as U.S. congressmen. Otherwise, no national or international news is published.

PRODUCTION

The Maple Heights Press is printed by Web offset at Suburban Media. Both the general manager and the editor are in charge of production.

ADVERTISING

Advertising is the largest provision of revenue for the paper, and is supplemented by subscriptions ($4 per year) and news-stand sales (10 cents per copy). The general manager and one salesperson handle the selling of space. Most of the ads are from small local businesses, and there is a regular classified section. During campaign seasons, the paper will publish ads by candidates. Overall, the ad content of the paper is between 60 and 75 per cent.

CONTENT

City-wide and national issues account for two-thirds of the papers news content, while city-wide and national news account for about one-third. The editor identified the following types of stories as appearing in "several stories per issue": sports, civic groups and clubs, neighborhood politics, and news briefs about personal events. Appearing "once per issue" are crime and courts news, a calendar of area events, and information on needed social services. In "every other issue" are business, neighborhood problems and issues, block-club news, and reports on how city-county governmental activities affect the area. Entertainment, religious topics, and features about interesting personalities in the area appear "less often than that." Stories "almost never" appearing are: city politics, news of redevelopmet efforts, news of the redevelopment association, and news of ethnic groups in the area.

The editor said that the paper's coverage of local politics has improved over the years, including a more in-depth critical analysis. No future changes are anticipated at the present.

AUDIENCE

The Press has a press run of 4,000 and an estimated readership of 10,000. Copies are distributed both by mail and through stores. The paper trys to be responsive to readers' requests and considers letters to be "very important." The paper learns about readers through submitted articles and public meetings, as well as letters.

34th Year, Volume No. 38

Maple Heights Press

Maple Heights, Ohio, Thursday, July 15, 1982

12 pages 15¢

Special election held August 3

School levy support grows

[illegible]

[illegible]

Big Band Era returns at dance tomorrow

[illegible]

Deal for old library building moves closer to agreement

[illegible]

East Side, West Side

[illegible]

500 attend museum kick off

[illegible]

50th ANNIVERSARY

[illegible]

POLICE BEAT

[illegible]

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PROBLEMS

The editor sees no apparant problems with the paper, nor any changes for the future. "An important concern for this publication is giving a top priority to serious, hard-news coverage," he said.

THE BROADVIEW HEIGHTS GAZETTE
THE BRECKSVILLE GAZETTE
THE INDEPENDENCE GAZETTE

Editor: Joyce McFadden
Address: 7043 Mill Road, Brecksville.

HISTORY

The three Gazettes are published monthly by one owner, and are identical in style and format. The Broadview Heights Gazette was founded in February of 1975, the Brecksville Gazette, in May of the same year, and the Independence Gazette, in October of 1979. The Broadview Heights Gazette began as an apartment building newsletter, called the Seneca Hills Topic, which the publisher, a resident of the building, had taken over. She believed a newsletter could be a profitable enterprise as a news-advertising medium, and solicited ads in Broadview Heights. The Brecksville Gazette followed soon after businesses in that neighboring city showed a sufficient interest in buying ads. The Independence Gazette followed four years later in the same manner.

At the beginning, the single biggest problem for the Broadview Heights and Brecksvile Gazettes was distribution. The publisher first tried to buy a mailing list and then a delivery service. Mail subscription is now a major part of distribution. Another problem was lack of publishing experience. According to the editor neither her nor her husband had ever produced a newspaper before.

GOALS

The Editor said helping stores and shops stay in business is an "extremely important" goal for the papers. Trying to reach the entire neighborhood with the news, and communicating with as many neighborhood groups as possible are "very important" goals. Keeping the neighborhood informed about political issues is "somewhat important" and helping improve the physical appearance of the area, helping people obtain home improvement loans at low interest rates, helping poorer people stay in the area, helping reduce crime in the neighborhood, bringing in "new blood" to help rejuvenate the area, and maintaining ethnic and racial harmony in the area were not selected as goals for the Gazettes.

ORGANIZATION

Only the editor, who is owner and publisher, is a full-time employee. She is assisted by 12 part-time staff members who are given the duties of writing, ad art-work, clerical work, and photography. Everyone is paid, but only the editor is considered multi-dutied.

The Gazettes do not publish any editorials. The publisher said she "wants to remain completely non-partisan."

The major sources of news for the papers are town meetings, such as school and political meetings, and "organized functions." The most common form of neighborhood correspondence is organizational press releases. Some of the regular contributing organizations are men's and women's clubs, the Kiwanis Club, and libraries.

PRODUCTION

The Gazettes are standard tabloids printed by Web offset at Bulletin Press in Twinsburg. The publisher is in charge of production.

ADVERTISING

Ads are the major source of income for the papers, while extra revenue is provided by subscription ($2.00 per year) and news-stand sales (20 cents per copy).

The publisher is the ad salesperson. Most of the ads come from small local businesses, while some are provided by ad agencies. The papers have regular classified sections. About 40% of the papers' content is estimated to be advertising.

CONTENT

Stories identified as appearing in "several stories per issue" are: sports, civic groups and clubs, neighborhood politics, calendars of area events, features about interesting personalities in the area, and news briefs about personal events. Reports on how city-county governmental activities affect the area, gossip notes, an astrology column, recipes and obituaries appear "once per issue." Entertainment stories appear in "every other issue." Stories appearing "less often than that" include: business, neighborhood problems and issues, news about block clubs, and information about how to get needed social services. Stories "almost never" appearing include: religious topics, city politics, crime and courts, news of redevelopment efforts, information of the redevelopment association, and news of ethnic groups in the area.

The publisher believes that since she took over the original newsletter, the writing and layout of the Gazettes has demonstrated a more sophisticated and professional quality. There are no future changes anticipated.

AUDIENCE

The three Gazettes have a press run of 7,500. The Brecksville Gazette distributes 3,000 copies by mail subscription and by newsstand. Also, free samples of the paper are handed out in residential areas to attract new subcribers.

The publisher believes the papers are "very" responsive to the needs of the readers, and considers the readers' letters to be "very important." She tries to remain observant of the neighborhoods' needs, and additionally, has a strong concern for the papers' ad sources.

PROBLEMS

Problems still existing for the Gazettes are distribution, an under-diversified staff, and an under-equipped production department.

Some tips the publisher would like to pass on are: 1) newspapers must be as visual as possible for the benefit of the audience; 2) the editor must be willing to do a lot of "leg work" for both news and ads; 3) the communication with ad sources must be good.

For the future of the papers, the publisher hopes for an increase of publishing frequency from once a month to twice a month, in-house typesetting, and the possible addition of another neighborhood paper (for example, Valley View or Cuyahoga Heights).

the Broadview Hts.
GAZETTE
Since 1975
20¢
MID-AUGUST, 1982 TO MID-SEPT. 1982 GAZETTE, 7043 Mill Rd., Brecksville, OH 44141-1889 PHONE 526-7977

School Bus Schedules
inside this issue

PAM SCHRECK CROWNED "MISS BROADVIEW HTS. 1982"

BY JOYCE McFADDEN

Five-feet-five," blue eyes and blond hair, add dimples and you have the beautiful 1982 Miss Broadview Heights, Pamela Schreck. Pam was crowned Queen of Broadview Hts. at the Fun Days Celebration held July 23rd. She is the daughter of William and Beverly Schreck, 3391 Ridge Park Drive.

The 16 year old beauty is a junior at Brecksville High School and is looking forward to this fall when she will begin training as a model. She has been accepted at the Dorian Leigh Modeling Agency in Cleveland with offices worldwide. Her instructor will be Angela Lacey, well-known in the modeling world. Later plans are to attend college to study communications or computer science.

Pam enjoys the outdoor sports such as swimming, canoeing, boating, skiing, softball and horseback riding.

First runner-up in the Miss Broadview Hts. contest was Ingrid Shafer and the second runner-up was Chris Butera.

The Broadview Hts. Lions Club sponsors the annual pageant and supplied the beautiful crown, which she keeps, and the dozen red roses. She also received a $500 educational scholarship from the local lions club and an engraved plaque.

BRECKSVILLE ART GUILD CLOSES

After over 20 years of community service the Brecksville Art Guild will hold its final meeting on Wednesday, August 25, at 7 p.m. in the Community Room at City Hall. The Art Guild no longer has the support to stay in existence. The meeting is to discuss and gather the materials owned by the Guild. Members of the Guild are encouraged to attend.

The supplies were put into a mini storage unit last month after the rental of the Chippewa Rd. house. One last attempt was made by members Kathy Bernetich, Jean Slivka, and Sharon Merker at the Fair on the Square to fill classes and to draw attention to the Guild with a raffle and a special brochure on the history and classes offered. Paintings for the raffle were generously donated by Mitzi Lei, a local Seoul watercolorist, and Jean Sommer, a dedicated charter member of the Guild. The paintings were won by Nancy Miller of Brecksville and Donna Sotosik also of Brecksville.

The Brecksville Art Guild would like to publicly thank the citizens for all your support in the past and extend special thanks to the special people that have fought to keep the Guild going right to the end. They are: Artists Mitzi Lei and Jean Sommer for their contributions for the Fair on the Square, Mr. Robert DeAnna for use of his property for storage for over a year, Mr. Tony Mangia of Ohio Business Machines for helping publish our monthly newsletter, and the undying loyalty of members Kathy Bernetich, Secretary; Gertrude Stargard, Treasurer; Mary Jane Thomas, Library Shows; Kay Paris, Programs; Jean Slivka, Publicity; Sharon Merker, Acting President and Corresponding Secretary, and their husbands and families.

Dixieland toe-tappin' music was heard throughout the land on Sunday, June 27th as Sam Flager's Dixieland and Jazz Band performed at the Gazebo on Brecksville's Town Square. The event was co-sponsored by the Brecksville Recreation Dept. and Mayor Jack A. Hruby. Every Sunday throughout the summer, well-known bands are scheduled to perform from 2-4 p.m. On Sunday, August 22nd, Frank Straunk's Variety Band will perform and on Sunday, September 5, Bob Lorence's Big Band Sound will perform. New park benches have been installed and the entertainment is free. (Photo by Joyce McFadden)

11% RAISE FOR SUPT. CVJVS

BY PAMELA HUMPHREY

At their July 14th meeting, the Cuyahoga Valley Joint Vocational School Board of Education dealt with financial matters by approving a 1983 budget and a raise for the Superintendent.

The Board is anticipating district revenues to be in excess of $4.3 million, up from $2.9 million, due largely to the passage of the ½ mill continuing operating levy earlier this year. Proposed expenses include: $1,587,574 for teaching salaries, $117,314 for administrative expenses, and $500,000 for permanent improvements, up from $100,000 in 1982.

Part of the administrative expense in the 1983 budget will be for the Board approved 11% raise, amounting to $5,208 a year for CVJVS Superintendent Dr. Shuck. Board member Kostack from North Royalton, was the sole member to vote against the salary increase calling the raise, "in our economic times and situation, to be totally uncalled for."

Board member Virginia Oznick of Nordonia, Chairperson of the Policy Committee commented, "This raise is following the guidelines of our Administrative Salary and Performance Evaluation Policy, which was previously reviewed and approved by this Board."

The CVJVS Board of Education meets the third Wednesday of the month at 8 p.m. at the Vocational School located on Brecksville Rd. The public is welcome to attend.

Valerie Green of Broadview Hts. proudly displays her white angora cat, Mitten, and the trophy Mitten won for the "Prettiest Eyes". The Pet Beauty Pageant by the Pet Shop was held July 25 at the Broadview Hts. Fun Days. Hundreds of pets were entered and the pageant is sure to return next year.

INSIDE THIS ISSUE	PAGE
ACADEMIC ACHIEVERS	5
CLASSIFIED ADS	20-23
GAZETTE GALAXY	14
IN MEMORIAM	16
JOYCE'S ROUNDUP	3
RECIPE KORNER	14
SCHOOL BUS SCHEDULES	8-10
SPORTS	18-19

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THE BRECKSVILLE GAZETTE

20¢

MID-DEC. 1982 to MID-JAN. 1983 GAZETTE, 7043 Mill Rd., Brecksville, OH 44141-1889 PHONE 526-7977

A Christmas Carol

The town square in Brecksville will come alive the weekend of Dec. 16, 17 and 18 as the Southern Hills YMCA presents Charles Dicken's Christmas classic "A Christmas Carol" at the Olde Towne Hall. There will be carolers and Santa Claus and all of the Dickens characters that we have come to associate with all the joy of Christmas. The show's director, John Houser, says "This is the Southern Hills YMCA's way of saying Merry Christmas to the Brecksville-Broadview Heights and Independence communities."

The show, which lasts a little over an hour, will begin at 7:30 Thursday night and at 8:00 p.m. Friday and Saturday. Tickets are $2.00 in advance and $3.00 at the door. Tickets can be purchased at the Southern Hills YMCA in the Brecksville Shopping Center or by calling 526-1144. Share this holiday classic with your family and help bring the joy of Christmas to Brecksville. Call the Southern Hills YMCA today!

Best Wishes for Christmas
From the Staff at the Gazette Newspapers

Welch replaces Holan

CABLE TV BEGINS BY XMAS

BY NANCY HUDEC

Frank R. Welch was unanimously chosen to fill the unexpired term of Councilman Robert J. Holan. Holan, whose term expires January 1, 1984, left Council to become Deputy Administrator of the Regional Income Tax Agency. Welch former chairman of the Planning Commission, will fulfill Holan's duties as Chairman of the Safety Service Committee, and as a member of the Finance, Utilities, and Streets and Sidewalks Committees for the remainder of the calendar year. Councilman Ben Bugeda will replace Holan as Council Representative to the Recreation Department.

Unanimous voting was not the case on a resolution allowing an industrial project sewer tie-in on Tamarack Trail. With Councilmen Webb and Bugeda voting against the resolution, Mitchell Company's request did not get six member approval. Without approval by six Council members the resolution is postponed to a third reading. Councilman Ben Bugeda feels the delay will avoid any additional flooding of the present overcrowded sewer lines. The overcrowding will, according to City Engineer Courtney, be solved with Brecksville's tie in to the Cuyahoga Valley Interceptor, construction of which should start early next year. The City Engineer also announced that Snowville Road will remain closed throughout the winter. Under Councilman Webb's suggestion, Snowville may be temporarily lined to avoid lane confusion.

Council did approve a special fire department fund to dispense monies allocated in Issue 12. Approval was also granted for contract renewel with the Cuyahoga County General Health District to continue the Senior Center Nursing Clinic.

While reaction to Councilman Zimlich's Arlington Street Extension Plan failed to get unanimous Council approval, the new National City Bank Building will be tabled until January 15th. Zimlich must now prepare a complete study of the Arlington Road Extension Plan and present it for Council approval before January 15th.

In a special November 22nd meeting of Council, Complexicable was granted a 30 foot height variance and a 13 foot setback variance for towers and antennas at 10300 Brecksville Road. Cable TV lines will proceed north up Brecksville Road and eventually extend out to encompass all east and west residents. Cable trenching can continue until the frost line reaches six inches. First transmissions are expected in the Echo Hills area by Christmas.

Brecksville City Council meetings are held the first and third Tuesdays of each month at 8 p.m. at the Brecksville City Hall.

Burglaries Plague Residents

BY NANCY HUDEC

"In this season filled with the spirit of good will, now is the time to keep an eye on our property and that of our neighbors."

With these thoughts of Mayor Jack Hruby in mind, Brecksville residents can help control breaking and entering at this vulnerable time of year. As the economy tightens up and our homes fill up with the gifts of Christmas so also will the bags of local burglars. This is a fact much too familiar to the residents of Barr Road.

Over the past year, numerous Barr Road residents have returned to find their homes ransacked and their valuables missing. A problem which residents claim has occurred three, four and even five times to the same homes in the past 7 or 8 years.

About 30 of these frustrated residents came to the December 7th City Council meeting to voice their complaints. Spokesman Howard Toll whose home was robbed three times feels the break-ins have gotten out of control on Barr. "To my knowledge none of the burglaries have ever been solved. We feel we have a police department more concerned with catching speeders and policing the interstate than the immediate neighborhoods."

Police Chief Aldrich responded that break-ins are a problem not just unique to Barr Road. The fact that many Barr Road homes are set back off the road together with the many access roads to and from the area make the area more susceptible to problems. "I have four marked vehicles and additional unmarked vehicles out every day. A few people to police the homes of over 10,000 residents is an overwhelming job without resident support. We need people to keep their eyes open and contact the police if they see something unusual."

This belief is supported by Mayor Hruby. According to the Mayor, a house can be burglarized within 20 minutes. If a car could patrol a street twice an hour break-ins still might not be stopped. "We are victims of our interstate system", said the Mayor. "Someone can live 20 miles away, rob a house in Brecksville and be home within the hour."

By their appearance at the City Council meeting, Barr Road residents have brought to attention a problem which has happened or could happen to any resident. Toll pointed out that some Barr Road residents are unaware of burglaries that have occurred just a few doors away. "We want people to be aware of what is happening in their own backyard and we want the police to give us some pointers and some answers," said Toll in a recent interview.

Residents will have their chance to talk with police in a special meeting scheduled for Wednesday, December 15th. Police Chief Aldrich has said that it is up to residents to "harden their target". Simple things like closing your garage door whenever you go out, having someone take in your mail and papers whenever you go away, and asking a neighbor to keep an eye on your property even if you are just running to the store, will all help. Many burglaries have happened during the day and many times there have been witnesses. Brecksville residents have to keep their eyes open and not be afraid of "bothering" the police. More bothersome calls might mean less incidents of breaking and entering.

★ ★ ATTENTION ★ ★

THE GAZETTE OFFICE WILL BE CLOSED FOR THE HOLIDAYS BETWEEN XMAS AND NEW YEARS. HAPPY HOLIDAYS!

INSIDE THIS ISSUE PAGE

CLASSIFIED ADS 20-23
IN MEMORIAM 14
RECIPE KORNER 8
SPORTS 15-19

the Independence GAZETTE

Since 1979

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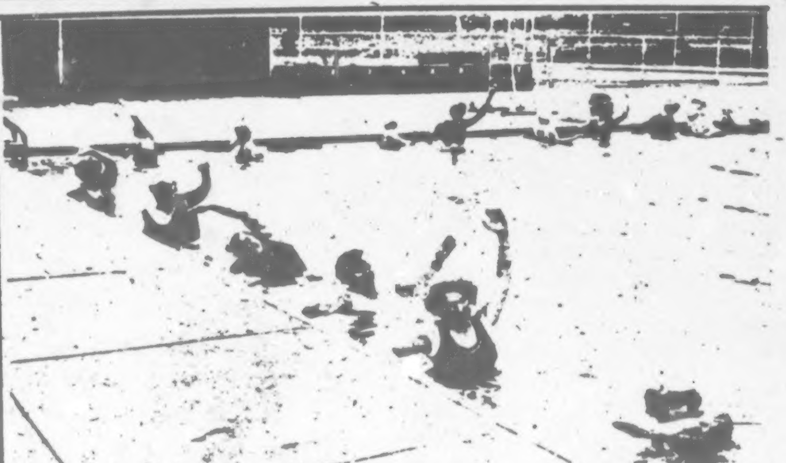
School Bus Schedules inside this issue



The Golden Agers of Independence keep in top shape by exercising in the water at Elmwood Pool. Twenty-five men and women attend the weekly event taught by Y swim instructor Laura Kovanski. (Photo by Joyce McFadden)

MR. GUY STELLA

NEW PRINCIPAL AT INDEPENDENCE HIGH SCHOOL

BY PAMELA HUMPHREY

One new principal coming to a new school district equals new ideas, and new ideas will probably be seen at Independence High School as newly appointed principal Guy Stella starts in his new position.

Stella comes to Independence High School with 29 years experience in the education field. A music graduate of Baldwin Wallace and post graduate student of Kent State and Case Western Universities, Stella worked at Garfield Hts. in the capacities of music teacher, music supervisor, assistant principal, and principal, serving in his position as principal of Garfield High for 15 years. Stella decided to come to Independence, as he felt it "was time for a change and to become involved in a new challenge. I've known Superintendent Sheeran for a number of years and have always been impressed with the quality and concern about education that the community has, as well as the quality of the Board of Education."

Stella hopes to instill and expand his idea of "The 5 R's" at the high school, standing for, he states, "Reading, writing, arithmetic, respect and responsibility". Besides academic achievements, Stella feels the development of student pride, both in their schools and community is also important in the making of a student into a well rounded individual. He proposes to start programs such as student of the month recognitions, spirit weeks, and active student governments to help achieve his goals.

In the area of education, Stella hopes to maintain curriculum that is pertinent and relevant to the world today. He stresses that each person is individual with different talents and abilities. Stella acknowledges not all students are academically inclined, but each person has a strong point and that is what he hopes to cultivate in each student.

In feelings about discipline, Stella is definite, "I like to consider myself fair, but firm and friendly. I like to have fun as much as anyone, and throughout the year, the students will probably see me and the staff let our hair down, but never to the point of losing respect, and I expect the students to realize that. They don't have to like me, but they will respect me".

VOTERS WILL FACE SCHOOL LEVY ON NOV. BALLOT

BY PAMELA HUMPHREY

On November 2nd, Independence voters will decide the fate of a 1 mill renewal levy, which the Independence Board of Education approved at their July 19th meeting.

If approved by a simple majority, the five year permanent improvement renewal levy will continue to supply the district with funding for the maintenance and improvements on the school district's buildings, properties, and the purchase of large equipment such as school buses. Unlike the general fund, permanent improvement dollars cannot be spent on direct instructional expenses such as salaries or supplies. The existing permanent improvement levy, approved by voters in 1977, will expire December 31st of this year.

Board President, Russell Fortlage commented, "Over the next several months, the Board will be spending time in the community explaining what has been done with P.I. funds over the past 5 years, and the plan we are developing in order to maintain our properties over the next five years. By having the P.I. fund, we are able to maintain our buildings, without spending dollars that should be spent on instructing students."

At their July meeting, the Board also appointed Guy Stella as principal of the High School with a contract for 3 years and a salary of $43,000. Chosen out of 54 candidates, Stella comes to Independence with 29 years of teaching experience, 15 of which were spent as principal at Garfield Hts. High School.

Commenting on the choice, Fortlage stated, "Our choice of a principal was not a quick or easy one. We had 54 applicants for the position, all of whom have had previous administrative experience. After narrowing the field to 8, the Board met for over 10 hours on 2 different evenings and interviewed each of the applicants. We unanimously agreed with Superintendent Sheeran's first choice, which was Mr. Stella. We feel he'll be an excellent addition; he's very aggressive, but very concerned with the human element in education".

In other action, the Board approved the increase of teaching time from one half to two-thirds time for one of the foreign language teachers. Superintendent Sheeran explained that due to increased foreign language requirements in college, more students are taking more years of foreign language in high school. This increase necessitates an increase in staffing to cover all of the classes.

The Board approved and passed a new policy regarding employee annuity programs. Any company wishing to open an annuity program for Independence School employees, must have 1% or 5 full time employees (whichever is greater) signed up for the program, before it will be recognized by the district. This policy was instituted to help keep payroll paperwork down to a minimum by not having to deal with a large number of different companies and procedures for annuity withholdings from pay.

The Board approved the purchase of an 8 passenger van for the primary purpose of transporting special education students to their schools outside of the district. This will reduce transportation costs incurred from taxi companies.

The Board heard a report from East Ohio Gas that due to conservation measures taken by the district in the past 6 years, $114,000 has been saved in fuel costs by the school district.

The Independence Board of Education meets the third Monday of the month at 7:30 p.m. at the Board's offices on Stone Rd. The public is welcome to attend.

HOME DAYS AUGUST 27 & 28

INSIDE THIS ISSUE	PAGE
ACADEMIC ACHIEVERS	5
CLASSIFIED ADS	20-23
GAZETTE GALAXY	14
IN MEMORIAM	16
JOYCE'S ROUNDUP	3
RECIPE KORNER	14
SCHOOL BUS SCHEDULES	8-10
SPORTS	18-19

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THE GARFIELD HEIGHTS LEADER

Editor: William Kleinschmidt
Address: 4818 Turney Rd.

HISTORY

The Leader began as a family-owned, home production in 1946. The paper moved out of the family's home and into its present commercial building on Garfield Heights' "mainstreet," Turney Road, in 1955, providing the community with an easily accessible address. The founder, August E. Kleinschmidt, retired in 1972, and left the operation of the paper to his two sons, with one serving as editor and the other as business manager.

The two problems experienced during the beginning of the paper were time constraints on a limited staff and the search for a printer "sensitive to the needs of a small publication, according to William Kleinschmidt.

GOALS

The editor identified the following goals as "extremely important,": trying to reach the entire neighborhood with news, communicating with as many different groups as possible in the neighborhood, helping to improve the physical appearance of the area, keeping the neighborhood informed about political issues, helping stores and shops stay in the area, helping reduce crime in the neighborhood, bringing in "new blood" to help rejuvenate the area, and maintaining ethnic and racial harmony in the area. Helping people to obtain low interest home improvement loans was a "somewhat important" goal and helping poorer people stay in the area was "not a goal at all" for the paper.

ORGANIZATION

Three full-time staff members assume the responsibilities for editor, news editor, reporter, production crew, secretary-receptionist, and business manager. Seven part-time members help with typing, ad-layout, headline writing and printing, proofreading, and distribution. All of the staff are paid. As many as eight are considered multi-dutied.

The editor writes the editorials, which cover international, national, and local issues. Articles dealing with state issues are sometimes printed in the leader. The paper does endorse political candidates, but only for local elections as a general rule. On a few occasions it has supported a presidential candidate.

Most news is gathered from reporting and press releases. Organizations which regularly supply the paper with news are the veterans associations, schools, and civic organizations. Although little national or international news is published, political releases from state and national offices are used.

PRODUCTION

The Leader is printed in standard, full-size format by photo offset at Town and Country Printing in Bainbridge. The editor is in charge of production.

ADVERTISING

At least 70 per cent of the Leader's revenue is from advertising, with the remainder accounted for by subscriptions and individual purchases. The ratio of advertising for small, local businesses and large corporations is about 50-50, and advertising comprises about 45 per cent of the newspaper's space. There is a regular classified section. The advertising department is handled by a business manager.

CONTENT

At least 90 per cent of the Leader's news content is about local, neighborhood concerns. Ten of the suggested content categories appear in "several stories per issue:" religious topics, sports, civic groups and organizations, neighborhood problems, crime and courts, a calendar of area events, needed social services information, news of area ethnic groups, news briefs about area groups, and news briefs about personal events. Appearing "once per issue" are news about block clubs, city politics, news of redevelopment efforts, with recreation news and a recipe column both added to the list by the editor. Entertainment, redevelopment association information, and reports on how city-county governmental activities affect the area are in "every other issue." Business, and features about interesting personalities in the area appear "less often than that."

The editor believes that, since he has been editor, the content of the paper has become more "flamboyant," modeled somewhat after the major dailies with more controversial news. For future changes, he anticipates more photos for pictoral news angles.

AUDIENCE

The Leader has a circulation of 6,000 and the editor estimates the paper is read by 24,000. The paper is

TURNEY TOWN *Sidewalk Sale* TODAY, FRI. & SAT.!!

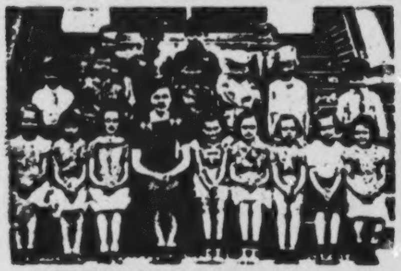
GARFIELD HEIGHTS
LEADER
THE ONLY NEWSPAPER DEDICATED TO THE PEOPLE OF GARFIELD HEIGHTS

Follow The LEADER!
STILL ONLY 15¢
THE VOICE OF THE COMMUNITY WITH OVER [illegible] READERS WEEKLY

Garfield's Official Newspaper

37th Year - Issue No. 26 | July 22nd - July 28th, 1982 | Garfield Hts., Ohio 44125 | (216) 883-6000/883-6301 | One Section - 12 Pages

REMEMBER WHEN?



[illegible] closing of Roosevelt School by Garf. Hts. Public School System, a former pupil and [illegible] to loan us two pictures of the first and second grade class back in 1937-38 and 1938-39. [illegible]

Bottom, left to right, [illegible]

MIDDLE ROW LEFT TO RIGHT: [illegible]

Top row, left to right [illegible]

[illegible] Grade Two, 1938-39 [illegible] Roosevelt School [illegible] bottom row, left to right [illegible]

middle row, left to right [illegible]

top row, left to right [illegible]

The principal for Roosevelt School during the above years was [illegible]

Garf. Blvd. Express Restored

Following conferences with Mayor Ted Holtz, RTA Management announced that daytime Express service would be restored to the Garfield Boulevard-Warner Road area on weekdays.

At the present time, the area of Garfield Boulevard and Warner Road has no Express service between 9:30 a.m. and 3:30 p.m. on weekdays. RTA has decided, in response to protests of the City of Garfield Heights, to furnish Express service by rerouting 86X bus. The new route of 86X to the City of Cleveland will be the same until 86X reaches Garfield Boulevard. At that point, it will make a left turn down Garfield Boulevard to Warner Road and then Warner Road to Miles and Broadway. Buses will serve the area during the daytime period approximately every 30 minutes.

On trips from the downtown area to Garfield Heights, 86X will retrace the same route coming down Warner and up Garfield Boulevard, and then finishing its trip as previously routed to the end of the line at Garfield Mall.

The new schedule will be effective on or about September 5, 1982. RTA cautions, however, that the new service will not operate on Saturdays, Sundays and holidays. The area will still continue to be served by Bus #10.

(Continued to page 3)

Garfield Hts. Public Schools Seek High School Principal

The recent resignation of Garfield Hts. Senior High Principal Guy Stella has aroused school faculty and administrators alike as speculation increases with each passing day as to just who will fill the vacancy left by Mr. Stella. Guy Stella opted for the principal position at Independence High School at an estimated salary of $43,000 plus.

Three parties have been apprised of the vacancy and have been asked to consider applying for the senior high principal position. [illegible] It is unknown whether anyone outside the school district was considered for the position.

The appointed principal will take office effective August 1st, the date Mr. Stella will leave for Independence High. Stella turned in his resignation on Friday, July 9th. He regrets leaving the system, but said that Independence Schools made him "an offer he couldn't refuse."

The Garfield Hts. Board of Education has been looking into the possibility of doing away with a two-principal program, allowing only one principal for both schools in secondary education in the city.

City Hall Closings

BY [illegible]

Following are excerpts from the meeting held regarding City Hall's early closing as directed and expressed by Mary Ellen [illegible].

At City Hall 7:30 p.m., Monday, a meeting was called for all the organizations that use City Hall to give input and ask questions about its open hours reduction.

The meeting was chaired by Mary Ellen [illegible], and 30 people representing various organizations in Garfield Heights were in attendance.

A figure of $11,000 to keep City Hall open at night was quoted by Financial Director Matthew [illegible].

Most of the city's organizations that meet are non-profit and are for the betterment of the city to keep cultural events, history and the spirit of the Garfield community alive.

Groups represented included the Council Committee, Homemakers, Garfield Hts. Fishing Club, Garfield Hts. Democratic Club, Garfield Hts. Republican Club, and Alcoholics Anonymous. If these organizations cannot meet at City Hall, they will go out of existence because the churches and other meeting places are inaccessible to them.

All of the people that came volunteered their free time for the betterment of the Garfield Hts. community. One of the suggestions was that on the first and third Wednesdays of every month, when the Planning Commission meets and Council meetings held on the second and fourth Monday of every month, could allow the organizations to join them. However, there are so many organizations that there would not be enough room for them.

It was stated that most of the organizations occupying the hall could donate money. The AA group proposed $100 a month for the use of the hall. It was also brought out that all organizations, whether they use the hall during the day or evening, would be charged a fee. The City Hall should be open every day of the week, providing access to all the clubs.

Mary Ellen [illegible] suggested that the Council and Mayor Ted Holtz have an answer by this Friday as to whether or not they will re-extend City Hall's hours.

The early closings of City Hall will affect many organizations, and the city will lose valuable, worthwhile organizations and people. If one group is charged for occupying the hall, all other groups should be charged. The City Hall is for the people and payed for by the people of Garfield Heights. Do not let the people of Garfield Heights down by letting City Hall cut back because of the $11,000 needed, when other cuts can be made elsewhere.

Everyone is welcome to the Financial meeting 7:30 p.m., tonight, at City Hall, so said Tom Longo, Council President.

[illegible] also advises residents to call their councilmen and let them know they want City Hall open for their convenience.

A question [illegible] asked at the meeting was how much are we ahead on the 1% city tax. The Financial Director stated that we are $20,000 ahead this year, but we cannot count on it.

Urges Bike Safety

City Council members have aired a concern over the "lack of safety displayed by youths riding bicycles." The complaints stem around youths riding their bikes down the middle of the yellow line on Turney and other major thoroughfares.

Councilman [illegible] called upon the Safety Director to have police prohibit the practice of youths riding down the middle of the roadway. He also urged parents to warn their children of the dangers in continuing such practice.

Many reports of youths riding through red traffic lights were also made to The LEADER. Complainants [illegible] that "kids don't care about the rules of the road, and do as they please."

Little League Queen Contest

The Garfield Heights Baseball League will select a 1982-1983 League Queen. The judging will take place at Garfield Heights Junior High School on August 3, 1982. Participants must be a permanent resident of Garfield Heights.

Entrants must not be younger than 10 years of age, and must not have reached the age of 13 years prior to August 1, 1982.

Judging will be on individual talent, modeling and personality. Please mail the entry form and a school-type photograph (photo is a must) to:

Attention: Queen Contest
Garfield Hts. Baseball League
c/o Kathleen [illegible]
[illegible] McCracken Blvd.
Garfield Hts., Ohio 44125

Entry forms must be postmarked no later than July 27, 1982. If there are any questions regarding the Queen Contest, please call Kathleen [illegible] at [illegible].

Name ....

Age ____ Birthdate ....

Address .... Phone ______

School .... Grade ______

Type of Talent ....

[illegible] ....

....

....

Father's Signature ....

Mother's Signature ....

(Both Parents Must Sign)

DRIVE CAREFULLY

[illegible] PAGE 17

COMMUNITY PICNIC PRIZE WINNERS -- -- Page 10

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distributed by both subscription ($6.50 per year) and store purchase ($.15 per copy).

According to the editor, the paper has been responsive to all requests of readers and considers readers' letters to be "very important." As an example of the paper's responsiveness, he claims there is now more news than ever before.

PROBLEMS

The paper's major problem is getting advertising ready for printing deadlines. There are some bits of advice, both general and specific, he would like to offer to other editors: a good, reliable staff is essential, and during times of financial problems, all areas of operation must be economized.

For the paper's future, he sees a "healthy" status quo, with a stabilized, 14- to 16-page length.

SEVEN HILLS NEWS

Editor: Sil Monday
Address: 660 Rockside Road

HISTORY

The Seven Hills News is a monthly publication published by Sil Monday at his home. It was begun in 1965 as a result of pressure put on Monday by the community, which had no local newspaper at that time. Monday was the editor of a highly succesful paper, The Golfer, and was a logical person to start a paper for Seven Hills.

According to Monday, the first major problem faced by the new paper was that of distribution. The homes in Seven Hills are built fairly far apart, and few youngsters would deliver the paper. Finally Monday hired two Boy Scout troops to deliver the paper for one cent a copy. When the paper acquired a second class mailing permit, the paper was sold to subscribers at $2.50 a year. Scout troops selling subscriptions were given $1.00 for every one they sold. Today all papers are delivered through the mail.

GOALS

The goals identified as "extrememly important" to the paper are to: communicate with as many groups in the community as possible, keep the neighborhood informed on political issues, help bring in "new blood" in the form of new businesses and offices, and to maintain racial harmony. Helping improve the appearance of the neighborhhod and reducing crime are seen to be "very important." "Somewhat important" are the goals of keeping the poor in the area and helping people receive low income home improvement loans.

ORGANIZATION

The Seven Hills News has two full time staff members. Sil Monday is editor, publisher, owner, founder, and just about everything else. The other position is primarily an advertising sales position, but he also has duties in production and circulation as needed. The paper has no part-time help. It has a network of people, largely publicity chairmen from all community groups, who supply the paper with news.

The paper carries editorials written by Mr. Monday. The majority are political endorsements. Seven Hills News will endorse local, state and national election candidates. For example, Monday endorsed Humphrey and Carter for President.

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Seven Hills NEWS

VII HILLS

Our 16th Year of Serving the People!

Vol.No.16.No.1 JAN. 1982

School Board Prepares Levy

The Parma School system is preparing a Tax Levy for the voters to approve at the Primary Election, June 8.

A levy which was passed four years ago, the five year emergency levy is due to expire in June 1983.

Board officials must select a date and submit the ballot language at least 75 days before the election.

If members choose to try for a property tax levy, they must decide the amount and whether it will be permanent or have a fixed life span..

Board members have another alternative as there is a new state law which allows school districts to ask for an income tax increase of up to one percent.

The board is studying more closings of schools. Seven Hills City Council passed a resolution Monday night requesting no more schools be closed in the city of Seven Hills. The resolution noted that Seven Hills Elementary School was recently closed. It has been rumored that Hillside Junior High School is on a list of secondary schools targeted for closing.

Supt. L. Barrett Smith has reported the replacing the expiring levy with another levy is necessary to get the school system through the mid 1980s. As it is, the system will be able to get through this year without having to borrow but will face a "difficult" time next year.

Smith said, "I hope we can do it once and do it right by getting the backing of the community. "I think we've established some credibility with the community. We have worked to try to stay within the budget and keep the quality of our education high.".

New board members John Bourjeily and David Smallwood and Incumbent board member William Murphy were sworn in to four-year terms. June Kreuzer was elected board president and Lois Graff was elected vice-president.

Service Director Gets Pay Hike

Service Director Irvin Gallagher won a 17 percent pay increase at the last city council meeting held last Monday night.

Council granted the raise from $18,500 to $21,700, effective September 1, 1981 to August 31, 1982, and then it increases to $23,700.

There were two objections to the pay raises, and they came from Ward 3 Councilman John Matson and Ward 1 Councilman Robert Leech.

Matson said the pay increase of 17 percent was too much in view of the fact that the service department received a 10 percent raise last summer.

Leech said the raise was too large "even though Mr. Gallagher may have been neglected during wage negotiations during the past few years. He said that shouldn't make any different now in the wage increase. Leech claimed that Gallagher was not performing the job as well as he should.

A frequent visitor at a council meeting, told this reporter, "councilmen act like congressman, they give themselves a raise. "Leech voted himself a raise and there was nobody around to object. They all start as a civic duty, but then council pay increases, term after term."

Leech claims many other problems; he stated, he checked out his ward on snow removal and found that only 10 percent of the streets had been plowed, on the second day of the snow storm. Leech also complained about the benches not installed in North Park, and that there was a hole in the recreation hall ceiling.

Mayor John F. Kelley defended Gallagher and stated he couldn't be blamed for not clearing a majority of streets in Ward 1 when he has three other wards to worry about.

Mayor Kelley stated he didn't receive any complaints or comments from residents about the quality of snow removal. Besides, there are usually less complaints in Ward 1 than in the other wards. Kelley also said, "I'm not sure if he has a feel for the people in his ward if that is what he believes they are thinking."

Kelley said that last fall council rejected a request for more trucks to replace the older service trucks. The city doesn't have a service garage, and the city vehicles may break down more frequently because of this situation.

Frank Wondrak, chairman of council's negotiating committee, said the committee and a majority of council believed the insufficient rates given to Gallagher over the past few years needed to be corrected. Over the past few years, Gallagher was given three per cent raises while other city employees were given seven or eight percent raises, Wondrak said. He further stated Gallagher's salary was still short of what it would have been had he gotten higher raises all along.

Jaycees Annual Tri-Skill Basketball Feb. 27

The Seven Hills Jaycees will sponsor the annual TRI-SKILL Basketball Clinic and Competition at 1PM, on Saturday, February 27, at Hillside Junior High School. The program, which is in its fifth year, is open to all Seven Hills' residents between the ages of 7 and 13.

The program begins with instruction in the fundamental three skills in basketball: passing, dribbling, and shooting. All boys and girls should enjoy themselves even if you have never played basketball before and would like to learn, or just want to sharpen your skills. The next part of the program allows

(continued on Page 7)

Happy Valentine's Day

Garden Club's "Valentine Card Party and Luncheon, Feb. 8th

BY LORETTA LABUDA

The Seven Hills Garden Club will sponsor its annual "St. Valentine's Card Party and Luncheon on Monday, February 8 at 12 noon in the Recreation Hall. Tickets are $3.50 each, and may be obtained by calling Irene Moody, 524 1912 or Kathy Granata, 524 8032.

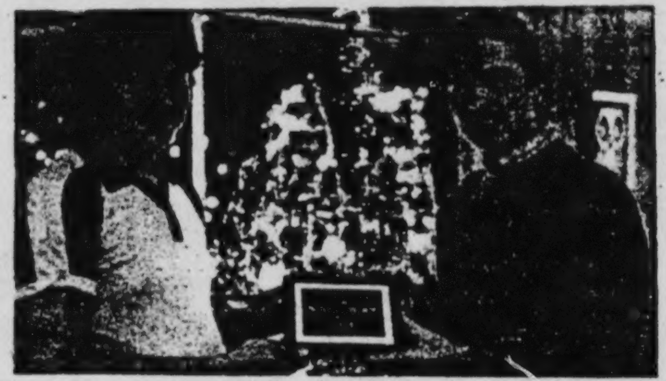
The Garden Club will meet Tuesday, January 26, at 7:30PM in the Recreation Hall, 2241 Mapleview. The program will be a slide presentation of Ohio Wild Flowers.

Refreshments will follow. All are welcome to attend.

"Vegetable Gardening and Insect Control" will be the theme of discussion at the February 23 meeting at 7:30PM in the Recreation Hall.

Charles Behnke, Director and County Extension Agent, Urban Horticulture, Ohio State University, will be the guest speaker.

McConville is Christmas Lighting Winner



Michael McConville of 6233 Gale Drive, Seven Hills, was declared the winner of the Jaycees Christmas Lighting Contest. Pictured is Michael McConville, left, a resident for 15 years, being presented with the first place award by Mike Dugan, Jaycees Chairman.

Court Supports City in Conti Case

The Common Pleas Court has stated the city acted correctly in the Conti Case. The lawsuit stems from the 1978 firing of Police Chief Thomas Resek by Mayor Kelley. The Mayor requested and received from Council, by a 5 to 2 vote, outside legal representation to the Resek case. The Mayor then submitted the names of Mandanici and Domiano to represent the City, and William Silvka, who was the Law Director at that time, appointed them to represent the City in this case. The Taxpayer's suit stated that Council had illegally spent taxpayer's funds in that they spent more than $2,000 with a bid or unanimous vote of council.

Due to Monday's interest in politics, the paper has been active on that scene. Also, the paper depends on political advertisements for a large portion of its revenues. Being active on the political scene makes it more attractive as an advertising tool for politicians.

Only news from political interests and agencies (such as the Heart Association) will appear in the paper in addition to city news. Only public relations materials are used for out of town news.

The only international or national news carried in the paper is that directly connected with the city.

PRODUCTION

The paper is printed on an offset press at Bulletin-Press Printing. Paste-up and composition work is done in the office by Mr. Monday and his assistant.

ADVERTISING

The paper accepts national, local political and classified advertising. Advertising accounts for the major source of revenue for the paper. A circulation of about 2,950 generates just about enough money to pay for postage.

The paper loses money most of the year. Only when elections are held and candidiates advertise in the paper does it show a profit. At other times the paper is subsidized by the "The Golfer."

Advertising sales are handled by the second person on the staff, although Monday also does some sales work. The paper is interested in national advertising, although Monday never specified what was being done to solicit it. The lack of small businesses in the area has caused the paper to rely primarily upon political advertising for revenue. The paper does accept classified ads.

In order for the paper to be profitable, it needs to have 60% of its space devoted to advertising. This is only reached during political campaigns. On the average the paper is comprised of 40% advertising.

CONTENT

Monday said virtually all the news in his paper was local. One percent of the content might be devoted to national topics. The topics covered in "several stories per issue" are stores about: block clubs, community groups, and local entertainment. Appearing "once per issue" are stories covering: religious topics, city and neighborhood politics, neighborhood problems, how city and county government effect the area, and features on interesting people. Business and sports stories appear about "every other issue," while crime and courts stories, and an area events calenders are almost never printed.

AUDIENCE

The paid circulation of the paper is about 2,950. Extra copies are printed each month and are left in the library, city hall, and area stores. Monday estimated the average household size to be 5 people per house. Thus, there is a potential audience of about 14,750 readers for each issue.

To learn what his readers want, Monday publishes a survey once a year to check the community's response to the paper. Letters from readers are printed when available, but they are infrequent.

The Seven Hill News was sued for one million dollars a few years ago by a former mayor after a letter was printed in the paper. The writer asked not to be identified because of the critical nature of the letter. The paper did win the suit, which Monday referred to as a victory for the American right of freedom of the press.

PROBLEMS

The News has had a problem in getting the postal service to deliver the paper on time. The paper has a second class postage permit, and uses it as its main means for distribution. Rising costs alarm Monday. He cited that in November, 1981, it cost $50 to mail his paper and in early 1982 it cost $73 to mail the same number of papers.

Monday offered some suggestions for those interested in starting their own paper. First, determine if the area will support a paper. Spend six to eight weeks researching the area, locating other papers in the area, possible advertisers, and local response to a paper. He cautioned that chain stores usually do not advertise in papers like his because they can get a greater reach using larger city papers. Monday said there was no money in the smaller community newspaper business. The greatest reward is self-satisfaction.

The future is uncertain. Increased construction of office buldings in the city will gave an effect an the paper. Monday hinted that the city may be annexed by Independence in the future. If the community needs grew and the paper had to expand, Monday said he would hire more staff.

III.

RUNNING A NEIGHBORHOOD NEWSPAPER

Community journalism often survives because of persistence, good will and hard work rather than money or financial resources. The second section points to examples of papers begun as a response to neighbors requests or personal commitments to help with local problems. Often there is little time or money to reflect on the immediate situation, to study journalism, or to train those willing to volunteer time. This section of the monograph does not try to condense a college journalism curriculum into a set of simple receipes, but it does provide a few pages on each of several topics and problems that community journalists must face. Though we have tried to discuss each topic in a general "neighborhood context," individual papers or neighborhoods will differ because of their own special situation or needs. Topics include: Defining news--What is it?; Organization & News Gathering; The Interview and Other Tools for Collecting Information; Writing--The News Story; Editing--Some Pointers; Writing Headlines; Newspaper Graphics--Design & Make-Up; Advertising--The Support Structure; Circulation and Distribution.

News--What Is It?

News is a difficult idea to pin down. News is anything that's interesting, or should be. News is anything the editor decides is news. News is anything that varies from the reader's general picture of the world. News is the stuff that's wrapped around the ads. Certainly news has been defined in various ways. Some journalists say news is like pornography-- they can't define it but they know it when they see it. Often journalists define news by listing a series of events that merit the label. Others simply avoid the problem by saying it's all "relative" and they try to find out the important or significant things. None of these approaches is likely to help neighborhood journalists. You know what's interesting or important to you, but will your neighbors agree when they "see it"? And definition by listing events is never ending and not very useful in novel situations; also, by focusing only on events, you may miss the most important underlying story in the neighborhood. And concluding that it's all relative simply begs the issue.

One of the most useful approaches simply recognizes that neighborhood newspapers may have different goals and, as a consequence, different ideas about what news is. But all papers must pay attention to their audience or risk being ineffectual or irrelevant. Getting and maintaining the reader's attention is absolutely necessary, regardless of the subsidiary goals of the paper. This is not a question of grabbing attention with big headlines, clever pictures, or strong language. Neighborhood papers are not likely to survive unless they give their readers respect and are honest with them. That means paying attention to the things which your neighbors pay attention to. Though there are certainly differences between neighborhoods and communities, we do expect people to share many interests, particularly at this level.

People's interests include both events and "situations." Events include things like the opening of school or a new business, a church fair, a wedding, a murder-- all phenomena with identifiable boundaries and limits; you know when the event begins and ends. But there also are stories beyond the events, phenomena best described as situations that periodically erupt as events but which are not as easily categorized. The advent of busing is an event, but relations between racial and ethnic groups (particularly when they're good and not violent) are a situation without beginning or end. You can also report on these but you have to "look for them" since they are less obvious and less likely to intrude on your schedule. Other examples are: neighborhood housing, attitudes toward area youth, problems with trash and litter, fear of crime, etc.

How do you conclude that an event or situation merits the label news? We've already used such words as "interesting" and "significant" to describe events, but there are other, general criteria that seem to stand the test of time across different people. When you are considering an event or situation, look for the characteristics or dimensions which would link them to your neighbors and the neighborhood. Following is a list of such links:

Timeliness and Proximity -- for example, a new housing project in your area is news but one in another state isn't--proximity; also, an old project is not news but one just announced is-- all other things being equal.

Eminence & Prominence -- big names make big news, even when it's trivial at times; thus, a visit to your area by the President or Mayor is of interest because of their prominence.

Novelty -- the old adage, "If dog bites man, it's not news, but if a man bites a dog, it's news." Here fall the coincidences, unusual habits, novel ways of making a way of living. These things may not be significant in their own right but they add variety to life.

Conflict & Contrast -- many conflicts (of ideas or people or forces of one kind or another) are news, especially the public ones, but size and importance of the participants also are factors. Your corner-lot squabble is not likely to be news, but conflict between a business and neighbors, or between the council representative and a challenger may be.

Progress & Disaster -- both improvements and decline in the quality of life for people, groups and the area are important topics; thus, triump over a mugger or defeat, natural disaster, rapid changes, etc. may be news.

Consequences -- effects of city or county government actions, inflation, national events, local businesses or institutions, etc. on the local residents or neighborhood may be news.

Human Interest -- here fall many stories with none of the above characteristics but which are often viewed as having human interest because they affect people emotionally, striking old cords, etc., for example, cleanliness in the midst of blight, how a humble person handles success, sorrow or delight over changes in the area. The guide is whether the event or situation provokes emotional responses in people.

The list of dimensions or characteristics is not exhaustive and you can add others that may be appropriate for your area or purpose. However, rarely will you conclude that an event or situation is "news" when it fails to contain some of the characteristics outlined here. No single characteristic should be treated in isolation; for example, "timeliness" is an important criterion, "all other things being equal." However, other things seldom are equal, and you will decide whether an event or situation is news because a variety of dimensions intersect. The more characteristics contained in a single event or situation, the stronger it's linked to your readers. Thus, we would expect most of your readers to be interested in a story about a new (timeliness) housing program in the neighborhood (progress), which was to begin with a talk by the mayor (prominent person), who had been fighting your council representative over the project (conflict), which was to be an innovative (novelty) approach to providing private-public housing and which some predict will lead to redevelopment of the neighborhood (potential consequences). This event is loaded with many characteristics which should provide interest and context for your audience.

In addition to the dimensions of news, you need to develop a profile of who your audience is. Consider differences in your audience-- in terms of needs, interests, and backgrounds. Though some papers may focus on a select segment of the neighborhood, editors hoping to reach the entire neighborhood need to serve groups that may have different ideas about what news is. At this grassroots level, papers can stimulate neighborhood involvement by providing "mobilization information," in other words, the phone numbers, addresses, names, specific times and strategies for working toward common goals. Operating at a different level, metropolitan media find it difficult to provide such details for diverse areas and people. Both metro media and neighborhood newspapers do, however, need to consider questions of privacy, which full, detailed information may make difficult. A balance between such details and privacy may be hard to achieve but a goal worth striving for.

There are several things that you can do in formulating your neighborhood paper's definition of news. First, make a list of the regular events or activities that involve large numbers of people in the area. For each, decide what bundle of characteristics each contains to link them to your audience. Second, develop an idea matrix, where you place the news dimensions across the top and list the following down the left side: organizations' and their activities (such as churches, development groups, ethnic organizations, health clubs, youth groups, block clubs, professional groups, etc.); interesting people and their characteristics (Who are the most interesting or unforgetable people in the area? Can you "paint a word picture" of them for your readers? What about unsung heroes, old timers, new arrivals, young marrieds?); places in the neighborhood and what happens there (such as hospital, stores, factories, streets, schools, vacant lots, houses, old/new buildings, urban gardens, broken sewers, rivers, etc.); local problems and topics people are talking about (If everybody's talking about something in the neighborhood, you probably should pay attention to it in your paper.). Now for each item you've listed on the left, check the characteristics across the top which you think would make it a good candidate for news coverage. Third, get together a small group of 5-10 neighborhood residents and have them discuss things they'd like to know more about? Sometimes people will say they don't like "crime news," for example, but what they really mean is they don't like "crime"-- they want to read information about the incidents, however. Be certain that the group includes both men and women, young and old, people of different social and ethnic backgrounds (when that's also found in the neighborhood), and those from different income levels; otherwise, you may find your discussion limited and not one which reflects other groups in the neighborhood.

Now that you've defined news, how do you go about collecting the information? That's the next step-- Newsgathering.

Organization and Newsgathering

Most community newspapers have only a few people on their staff, and they do everything from circulation to advertising, as well as gathering news. Thus, the organizational strategies for collecting information must be efficient and encompass both the paid staff as well as volunteers.

First, the organization. Since the same people are likely to be involved in all aspects of the paper, editorial responsibility should be explicit. If there is a publisher, then that individual has the final word, of course, but papers which are published by community groups often have a board of directors; multiple publishers can choke a newspaper if the actual news product is not sufficiently independent from the personal preferences of directors. General policies on pay, circulation, news goals, and advertising should be set by the directors following discussion with the news staff. Daily supervision of paid and volunteer staff then should be done by the editor, with as little involvement by the directors as possible. The board of directors becomes a court of appeal when problems arise rather than an intervening agent.

The news policies set and the editorial staff identified, you still have to decide how to collect news.

Newspapers construct a "network" to collect information. Sometimes that "net" is handled by a single individual, but most often several people are involved. Since news may happen anywhere, the structural problem is deciding where to station reporters and correspondents, or where to allocate your individual time for collecting information. The problem is the same for all news organizations, including both the daily newspaper and the community or neighborhood paper. The "beat system" is the usual answer to this problem. A beat is a set of routine checks organized either geographically or topically. A geographic beat system in an area like the near west side of Cleveland, for example, might look something like this: one person would cover the Tremont area, another would focus on the Ohio City area, another would concentrate on the Detroit-Shoreway area, a fourth would concentrate on Clark Metro, and so forth. A reporter would be responsible for everything that happened in his area but would cooperate with other reporters when things spilled across borders. In a topical beat system, a reporter or several reporters are responsible not for territory but events and situations falling under a particular topic--such as the police and justice system, sports, business and commerce, industry, labor, health-medical, education, religion, ethnic groups, city-county government, transportation, tourism-conventions, social services, consumerism and the environment, partisan politics, "women's" features and lifestyles, arts and culture, entertainment and leisure-time activities, civic groups and organizations, etc.

With a shortage of staff, neither the geographical nor topical beat system is practical, though elements of both may prove useful in organizing newsgathering. First, separate the actual collection or submission of information from the news-writing process. The writing should be in the hands of the most trained professional, while a score or more of volunteers help collect information once they've met with the editor/staff and know what's expected of them. Two general principles should operate. The more complicated the story and the more initiative required, the better the final story when done by regular staff. And, the more routine the information, the more efficient the job done by volunteers.

Geographical divisions and the list of topical beats serve as a good starting place. Take the list and apply it to your neighborhood-- Is there a police station and what information are you going to get there (and how often; make contact and set up a schedule for your brief visits); What businesses or business groups will you cover and who are your best contacts? What sports groups will you report on and who'll keep the scores, records for the local paper? Is there any industry in the neighborhood, and what types of stories would emerge from there? What school and religious events will get coverage through the year and who are the best contacts? Your council representatives will likely contact you once you're publishing, but what other government offices (including social services) generate information and affect your readers? Continue through the list, identifying both the types of events and situations as well as potential contacts. The latter may turn out to be volunteer correspondents. These "reporters" may fall into two categories, those who regularly submit information on their own initiative and with some regularity, and those who simply agree to be available and knowledgeable when you or someone else calls. You may wish to give each correspondent a pack of forms to mail in or drop off when they have a simple meeting announcement or brief note. Also make a list of telephone numbers and contacts that you can then use. When you have a large number of contacts in a single area, you may want to consolidate them; for example, you may ask each of three volunteer correspondents to contact all of the block clubs in their geographic areas once every couple weeks to find out what's going on. What areas require the most frequent staff contacts will vary by area, of course; however, because of potential legal problems, information gathering from the police, courts, and some government offices should be done by the paid staff. Sports enthusiasts can keep Little League scores, etc., and each church in the area should have a volunteer correspondent to submit periodic reports. The bulk of the news that results from a questioning mind and initiative will depend on the paid staff and there are few guides for that. However, the more systematic you've been in handling the routine activities, the more time you'll have for digging into local problems or doing features on interesting people and places.

The Interview & Other Tools for Collecting Information

Reporters essentially observe a situation and then try to describe it, transferring it to print so that their readers have a chance to see what they would observe if they were there. The reporter, thus, becomes the eyes and ears of the reader. The reporter also becomes the inquisitor, asking those questions readers would if they were there. This means that reporters must be able to place themselves in the diverse roles of their audience in gathering news. The reporter has several means of obtaining information: actual observation through all the senses, use of public and private records (for example, property records in the county administration building or court records, or private church historical records), and interviewing people. We'll spend a few moments on each to illustrate how reporters of neighborhood papers collect information with each vehicle.

Actual observation is the most obvious method of collecting information, but it's worth noting that reporters often neglect some of their senses (looking, hearing, smelling, tasting, feeling). A neighborhood ethnic fair is often described with the eyes when the smells, tastes and sounds would more accurately tell how readers would participate if they were there. Pollution stories may give particulate counts but not tell what people smell, or how the pollution feels. Which senses should be used certainly varies by story, but features about people and places in the neighborhood offer the best opportunities for using several of the senses. Select a major festival or a favorite historical building and you'll find that letting your readers observe only with their eyes portrays a quite limited picture.

Public and private records are abundant sources of information for journalists. Two sets of public records are most likely to be useful to community journalists, property records found in the county administrative building, and court records. The former give you information on the ownership of houses and other property, as well as taxes and assessed value. Court records include everything from small claims to civil suits (cases between two private parties) and criminal suits (the government against an individual). If a major institution in the area or neighborhood group gets involved in a legal battle, the community paper may need to consult the legal records to follow the case carefully. Large companies which may have factories in your neighborhood reveal considerable information in reports filed with the Securities & Exchange Commission (SEC) and in annual reports; information about plant closings, expansions, etc. may be available in such reports, which are available in major libraries. In general, whenever private individuals or groups, companies, etc. come in contact with a governmental body, a record is produced. Except for personnel information, welfare, etc., many of the records kept by governments are open to the public, which includes reporters. One of the most useful resources available for reporters is the Ohio County Records Manual, a complete listing of county records, the information available, and whether they're open to the public or closed by law. The manual was published by the Ohio Historical Society in 1977 and is found in the Cleveland State University library and other libraries. Most court records and property records are listed in the manual.

Unofficial, or private records include such things as personal letters and tabulations, business statistics, amateur weather forecasters and astronomers in areas where you don't have professionals, college and university research reports, sports records, etc. The people in your neighborhood are likely to keep at least some of these records, and they are a valuable resource for your community paper. Personal letters and tabulations may provide material for features. Business statistics can tell you something about the health of the business strips in your area, and educational institutions issue reports which may result from studies done in your area; stories should be done on these. A local enthusiast may be willing to set up a periodic weather forecasting (measuring rainfall, high and low temperatures) station for your area-- weather is one topic everyone is interested in, particularly if it's quite localized.

The third method of obtaining information is through interviews, either in person or by telephone. This is the major vehicle for news gathering. The key to good interviewing is the homework done prior to the actual interview. The interviewer should think about the purpose of the interview, research the topic thoroughly (in newspaper files, in the library, from other staff), read what has been already been published about the topic, and write down some preliminary questions. Following are some of the steps to an interview:

1. Define the purpose -- You and the interviewee should know why you're there from the beginning. If you have a very specific topic to cover, tell the person in advance so they can think about it and gather together any materials that might be needed. Purposes range from specific bits of information to indepth news interviews on such things as the "future of the neighborhood" to personality features.

2. Conduct the background research -- To repeat, this may be the most important step of all. You get out of an interview what you put into it. If you don't know much about your topic, your questions will be superficial or off-target. Lacking the background, you may not understand the answers. You also would be at the mercy of the interviewee should the individual want to avoid unpleasant things, lie, or exaggerate. Prepare in advance.

3. Request an appointment -- Your request may not say "interview," a word which scares some people, but you do want to schedule an appointment to "talk" with the individual about topic X. People may not agree to an interview for numerous reasons, including the following: distrust of your motives, lack of time, lack of confidence in your abilitity to handle complex topic, fear or anxiety, uncertainty about interviewee's ability to give correct or "good" answers, distrust of the paper or organization you represent. Your task is to locate the bases for the refusal and then try to disarm the individual by disposing with the reasons--- for example, specify your motives (give you a "chance to tell your side," "to correct the picture"), be flexible in arranging a time (during lunch hour, on the bus, walking to another visit-- let the interviewee set the time and if he doesn't, suggest one of these flexible times), show that you've done your homework (for example, state your background reading and solicit any other important document that the interviewee recommends prior to the actual interview), put the person at ease, and so forth.

There also are several reasons people may agree to an interview. A person may agree to an interview for: a chance to tell his or her side of the story, a chance to receive publicity or recognition, a chance to educate or be teacher, a chance to clarify or avoid misunderstandings, a chance to impress other people, a novel experience, a touch of immortality, or sympathy for journalistic purpose. Each of these is a potential appeal that may overcome any reluctance if it is subtly suggested by the interviewer.

4. Preliminary planning -- Work out the details to be covered in the interview. If you have developed several different avenues for questions, you'll feel more relaxed and confident yourself. This does not mean you should freeze the interview into the prior design-- be ready for the unexpected, which may be more important and interesting news than what you originally thought you would get.

5. Meeting the respondent and beginning -- First impressions are important, so greet the interviewee warmly and directly. First break the ice with comments and questions designed to relax both of you; this is also the time to develop trust. Specific types of questions will follow later.

6. Getting down to business -- Within a short time your conversation will proceed to the main topic. Monitor the interviewee's responses and be prepared to follow up any openings. For example, if you're interviewing the council representative about a public housing project and he casually mentions a city study of the area just completed, follow up with specific questions about that study. It may lead to a broader and more important story about your neighborhood. Only when rapport has been developed (which you can tell from the give-and-take of your questioning) should you venture into forbidden territory --save the bomb (threatening questions) until the person is willing and the background has been laid. You may also offer help to people at this time, with such comments as "you're probably like the rest of us," "like so many other people," or "others will learn from your experiences," etc.

7. Finishing the interview -- Complete the interview at the time stipulated unless more time has been granted. Ask the interviewee for any "final thoughts" on the topic (now is when some of the most interesting quotes may be given), collect any materials the individual has promised during the interview, leave the door open for a call-back if you have missed anything (so get the person's phone number and find out where he will be in case you want to call), and thank the individual for cooperating.

8. After you've left -- Once the interview is completed, don't wait to flesh out your notes and fill in the blanks. Your memory is sharpest now, and you should sit down and complete your notes rather than waiting until time makes things fuzzy. You should also write up the news story or feature based on the interview as soon as possible.

Sometimes waiting too long makes it difficult to get started. Don't be afraid to start several times. Just get something down on paper. You can revise and polish later, as you proceed.

Interviewing is a skill of both listening and questioning. If you don't listen carefully, you may miss a vital opening the person has just offered you. Failure to monitor the person's responses is a common problem of novice interviewers, who may be so prepared with the next question that they fail to probe or follow up. Types of questions can be broken into several categories:

A. Opening questions -- Icebreakers may include comments about the individual or something in the vicinity of the interview ("What an interesting picture! Did you paint it?"), as well as the weather. You may talk about current events, mutual interests or acquaintances, and you should use the respondent's name. We like to hear our own name.

Once you've broken the ice, you want to move into the topic that drew you to the interview. You may report what other people are saying, attempt humor, or continue the prior conversation and ease into it, e.g., "We've been talking about the Old Brooklyn festival. I wonder, how did it all get started?"

B. Factual questions -- You know you need to obtain specific information about the "who, what, when, where, why and how." These questions lay a foundation for more complex questions. Be certain that you get sufficiently precise information from questions designed to outline the factual dimensions of the topic or situation.

C. Numerically-defining questions -- As mentioned above, people collect figures, and you may ask questions that tap the accumulated numerical records. These figures also add validity and precision to most stories, so don't hesitate to ask your interviewee to find the precise figures to such things as the number of families receiving food stamps in the area, the cost per foot for a public housing site, the precise steps in applying for admission to a particular program, the amount of food being prepared for a festival, the number of crimes per thousand population in the area, etc.

D. Probes -- Once a person has first told you about a topic, you should follow up for details or elaboration. Don't wait for it to be offered "naturally." Use such probes as: "Why is that?," "Could you elaborate on that?," "Why so?," "Do you have any examples?," "Any more?," "How do you feel about that?" and so forth.

E. Questions that define ideas -- What does the interviewee mean by that and why did he do that? You need to ask people to precisely tell what they mean and to elaborate on the "why." A simple guideline is to ask your respondent to explicitly define an idea when you don't understand it fully or don't know how to explain it to readers. If, after one attempt you're still not successful, ask the individual to "give me an example of what you mean by that."

F. Filter questions -- Sometimes you need what are called filter questions, those which tell you whether the respondent is qualified to answer a series of questions. For example: "Were you in a position where you could see the accident at the time it occurred?" If the interviewee says no, then you need not proceed with other questions soliciting details of the actual occurrence. For many of the series of questions you prepare in advance, you may have a filter question which quickly alerts you to the prospects for that avenue of questionning.

G. Obtaining quotes & anecdotes -- You need lively quotes and examples to make your writing "come alive." Specific information and figures can be quite dry to readers unless you have colorful quotes and anecdotes that link them to the audience. Thus, if a person is too stiff, you may need to disarm him with a question that loosens him up or momentarily provokes a response that's quotable (be careful to not torpedo the entire interview). You also should solicit examples. Some "sure fire" questions, for example, might be: "What's the most interesting thing that has ever happened during this festival?," "Would you recall an example of something that made it hard to get started here?," "What's been the most challenging thing you've done here?," "Could you give me an example of some of the unusual requests you get in this office?," "What's the funniest/sadest/happiest thing that has happened to you here?" and so forth.

Numerous books have been written on interviewing skills, and you may wish to consult them. Here are a few additional suggestions. Rather than relying solely on one source for sensitive information, check with records and get corroboration from other people who can verify statements or evidence. Also, ask what vested interest the individual may have in granting the interview-- don't assume it, but do be alert to such interests. Note-taking varies. If you take shorthand, you're lucky (but remember you may not be able to pass your notes on to someone else if you run out of time). Tape recorders should only be used if permission has been granted, and even then they should be used as a backup rather than a substitute for notetaking; if you don't take notes, you have to listen to the interview all over again and this takes valuable time. Eye contact during an interview is important, though it may make notetaking difficult at times; looking people in the eyes can establish bonds of trust. And perseverance may pay off, so don't give up being interviewed because someone avoids you or fails to return your calls. Your readers will suffer if you don't succeed, so try again.

Writing--The News Story

Writing is fun and can be a rewarding experience, particularly in the neighborhoods and communities where we live. Though it's a difficult skill to teach and can be a difficult one to learn, writing is an excellent vehicle for those who want to communicate with their neighbors. Writing is not a technical skill. Writing is "thinking" and ultimately it leads to "communication," linking neighbors with each other and you with your audience. That means that you need to put yourself in the place of your readers when you write a story, and ask how they would interpret what you write or react to what you say. There are many different styles of writing, and those who are most interested will probably try several. The style most important to community newspapers is that found in straight news reporting. Once one has mastered this style, he or she is able to write the bulk of newspaper content. Editorial writing, column writing, short story writing, technical writing, and TV script writing all have different goals and require additional preparation.

All writing styles have particular "conventions," accepted practices about how to sequence or structure the information and what to include or exclude. The criteria for evaluating news stories are accuracy, completeness and objectivity. Thus, be certain of what you write, give as much context and background as necessary for completeness, and try to describe the event or situation without injecting your own preferences about what's good and bad. Journalistic news writing keeps the journalist out of the writing by using the third person and not using the first person--singular, plural, or possessive; thus, reporters write about what he/she/it/they said or did, but do not say I/we/me/us/our/mine unless it's part of a quote that can be attributed to someone. A bad example: We all participated in the neighborhood clean-up. A good example: Most residents participated in the neighborhood clean-up. However, you can say: "We should all participate in the clean-up," the mayor said. All information in news stories which has not been attributed to a source is assumed to be either the opinion of the reporter/paper or is a factual statement; thus, since reporters try to avoid putting their own opinions into their writing, they attribute all opinion statements. Examples of attributions are: he said, according to the club president, she emphasized, etc.

Journalistic news writing aims to be precise, concise, and clear. The best writing is simple, but not simple-minded. Read Ernest Hemingway for an example of short sentences. Use as few words as possible. Novice writers often start by including too much detail, with an emphasis on adjectives and adverbs. Say it simply whenever possible. Also use the active rather than passive voice (The mayor cut the ribbon rather than the ribbon was cut by the mayor). The active voice is more interesting to read and your stories will seem more dynamic.

Where do you begin? Straight newspaper stories are written in an "inverted pyramid" style. This means that the most important information is presented at the top and the rest then presented in terms of declining importance. The logic of this is simple. People want to know the most important thing first. The headline alerts them to the topic and main idea. The first paragraph, called the "lead," is a clear statement of the main idea. Readers will continue until they have as much detail as they want and then stop. With an inverted pyramid style, readers who do not read the entire story will at least get the more important information. Readers also are impatient today, so reporters must capture their attention immediately or lose them. Thus, the headline, the lead and the first few paragraphs not only must give the main idea, or the major news value, but also attract the reader by developing an interest in the topic. In other words, at this point you are telling the readers why it's worth the time to read on. This is where the news values, or characteristics/dimensions of news described earlier enter. Does the event or situation have significant consequences, prominent people, some novel or unusual aspects, etc. A simple statement of what everyone already knows will fail to attract readers. Perhaps most people already know the "Old Brooklyn Zooper Race is scheduled next week," so you must find the dimensions that stimulate interest in reading further without distorting the main idea, e.g., "More than 1,000 runners are expected to enter the Old Brooklyn Zooper Race scheduled next week."

We can split stories into those which focus on a single incident and those involving multiple incidents. In the single-incident story, we still have to decide what aspect of the incident should be the focus--the who, what when, where, why, or how. Following are some examples of the same lead paragraph written to focus on a different aspect:

1. The Who lead: John J. Anderson, president of Anderson Furniture Store, was critically injured in an automobile accident at the intersection of Broadview Road and Pearl Avenue.

2. The What lead: A head-on automobile collision at Broadview Road and Pearl Avenue today ended with John J. Anderson, president of a furniture store, in Metro General Hospital suffering critical injuries.

3. The Where lead: The dangerous intersection at Broadview Road and Pearl Avenue was the scene of another automobile collision this morning.

4. The When lead: Less than 15 minutes after police had erected a danger sign at Broadview Road and Pearl Avenue, a local resident was critically injured in an automobile accident at the intersection.

5. The Why lead: In haste to get to the bedside of his dying mother this morning, John J. Anderson, president of a furniture store, was critically injured when his sedan collided with another vehicle.

6. The How lead: Thrown through the windshield when his sedan crashed with another vehicle, John J. Anderson, president of a furniture store, was critically injured this morning at Broadview Road and Pearl Avenue.

Each of the above leads focuses on one element. Though they are still a bit long, contrast them with the following attempt to cram everything into a single paragraph:

> In haste to get to the bedside of his dying mother, Mrs. H.K. Anderson of Memphis Avenue, this morning, John J. Anderson, president of Anderson Furniture Store, who had never before had an accident, suffered a broken arm, numerous cuts and bruises, and a fractured skull when his four-door black 1982 Chevrolet sedan collided with another vehicle operated by R.T. Evers of New York City at the corner of Broadview Road and Pearl Avenue.

You do not need to include everything into the first paragraph. The lead should tell readers the most important aspects of the incident, which is then elaborated upon in subsequent paragraphs. The inverted pyramid notion also applies within paragraphs and within sentences. Put the most important information at the beginning of your paragraph and, generally, at the beginning of sentences. A bad example: Saturday, July 24th the annual East Side Clam Bake attracted more than 2,000 residents. The first few words do not contain the feature; the time element itself generally comes last or in the latter portion of the lead. A better lead would have been: Some 2,000 residents ate clams at the annual festival held last Saturday.

Multiple-incident stories present a different task for the writer. These are quite common when reporters are covering meetings, for example. Again, the lead should focus on the most important aspects of the incidents, but not all incidents are "created equal," and the writer needs to structure the story accordingly. We will present three different leads and story structures that reporters have to choose from in their decision about how to describe multiple incidents in a single story.

The "Summary Development" lead includes each incident, then elaborates on them individually. For example: "East Cleveland City commissioners last month purchased emergency communication equipment, approved a Clean City Commission, and extended credit to continue rehabilitation work by the city development corporation." Then the writer elaborates on the purchase, then the Clean City Commission, and then the credit extension, etc. The story does not need to group everything about each feature together and present it all before moving on to the next feature. Work in terms of declining importance, leaving the minor details of each feature to the end of the story. Using symbols and numbers for the three features, we could have a story structured like this:

Summary Development of Multi-Incident Story:

① 2⃤ 3⃞	Lead: summary of all features.
①	Details of 1st feature
2⃤	Details of 2nd feature
3⃞	Details of 3rd feature
①	Less important details of 1st feature
2⃤	Less important details of 2nd feature
3⃞	Less important details of 3rd feature
-	....and so forth...

However, as mentioned above, not all features merit the same attention. The local development association or neighborhood group may approve several actions at the annual membership meeting but only a couple may merit much attention and one may stand out above all the rest. In this case, a "Salient-Feature Development" is appropriate. Just as the title suggests, the salient-feature lead focuses on the most important incident and its relevant aspects. Then the other features are summarized, details common to all given, and the first feature elaborated before moving on to the others. Following is an example of a salient-feature development.

Salient-Feature Development:

①	Lead: most important incident or feature is focus, e.g., "East Cleveland city commissioners last month formed a commission to guide a campaign to clean up the city."
△2 $\boxed{3}$	2nd paragraph: other incidents major points summarized, e.g., "Commissioners also purchased emergency communication equipment and extended credit to continue rehabilitation work of the community development corporation.
Common Details	Details common to all incidents, features mentioned
①	Details about 1st feature
①	More details about 1st feature
△2	Details about 2nd feature
△2	More details about 2nd feature
$\boxed{3}$	Details about 3rd feature
$\boxed{3}$	More details about 3rd feature
◇4	Very minor features introduced, summarized.

Clearly, as the figure above illustrates, the writer decides where to place the information on the basis of how important it is. Seldom are incidents placed in chronological order.

The third style is a "Combination Development," where the writer decides that neither a single incident nor all of them merit immediate mention, but some combination does. Thus, in the example below, two incidents are summarized in the lead because of their importance, while two others are mentioned in a second paragraph before the story returns to elaborate on the two major incidents.

Combination Development:

① △2	Lead: summary of two main features
□3 ◇4	2nd paragraph summarizes other features
Common Details	Details common to all incidents or features
①	Details of 1st feature
△2	Details of 2nd feature
□3	Details of 3rd feature
◇4	Details of 4th feature
①	Minor details of 1st feature
-	...and so forth...

In some cases two features may be so important that they need to be presented in detail before any other features are mentioned at all. In that case, the first introduction of the more minor incidents would come well down into the story.

The three story forms for multi-incident situations presented here are not the only ones available, but they do serve as useful examples. They also point out the need for writers to "think" before they start to order their information. Writing is thinking.

Several other forms are useful in specific situations. For example, chronological order may be appropriate when strong narrative elements suggest it; in this case, the elements are presented in the order in which they happened following a summary lead. Non-narrative details follow at the end. A different structure may be required when writers strive for an O'Henry finish. Here the structure of a short story or some modification may work best-- with an introduction, building to a climax, a surprise ending, and an anti-climax.

The number of specific story forms or situations calling for particular writing styles is far too large for us to examine each, but a couple require attention: writing about meetings and speeches.

Speech Stories--Three elements are considered in all speech stories: 1) the speaker, 2) the audience, and 3) the speech. A fourth consideration is the possible interpretation any of the three elements may need. The speaker should be properly identified by either a title or sentence, a paragraph or a biographical sketch, whatever is needed. The reader needs to know who the speaker is and why his or her statements are worth quoting. Is the speaker qualified to talk about the topic? What biases does the speaker bring with him? Your information should let the reader decide. The speaker should also be described when that's appropriate, for example, was he tall and thin, with ruffled hair, did he gesture violently?

The audience also should be described. How many were there and who were they? Why did they meet? Look over the crowd, talk with the leaders, read any available program in advance, mention notables in the crowd, note audience reaction (a good guide to the significance of the speech and elements located within it).

The speech itself is usually the most important of the three elements. "What did the speaker say?" is usually the first question one asks about a speech. In organizing the material of a speech story, the reporter should look for the theme, the logical divisions, and unusual or provocative quotes. A rambling speech is no excuse for a rambling story. Good speeches have supporting arguments for a principal theme. The reporter, however, does not have to play up the theme or story but may select the feature with the most reader appeal. Also, report only the parts of the speech which you feel are of interest to your readers. Remember that your readers may be quite different from the crowd listening to the speech, and they're your audience.

Stories about speeches already given differ greatly from advance stories. When a paper is reporting about a speech which will be given in the future, only the speaker, his or her background, the event surrounding the speech, and the title or theme of the speech are likely to be available. In this case, the theme or person will probably deserve to be featured in your story lead: for example, "The reform of urban politics in Cleveland will be discussed by Prof. Thomas Campbell of Cleveland State University during Ohio City Heritage Week. The talk will be given at 7:30 p.m. May 26 in the public library on Fulton." Once the speech has been given, do not write a story which starts out: "Prof.

Thomas Campbell of Cleveland State spoke on the reform of urban politics in Cleveland during Ohio City Heritage Week." When the speech has been given, you have more than just a theme to report to your readers. What did he say? Was there a major point or main idea which summarizes the speech? Readers are not likely to be interested in reading about the theme of a speech, but they might find his major ideas worth investing the time to read.

Meetings-- Dull resumes of boring public meetings is slowly being replaced by stories which tell what the city council or development association actions will mean. For years reporters have emphasized "approved-by-the-city-council-last night." Now reporters are asking how actions by public bodies will affect people. In the neighborhood this is particularly true. Actions of the Cleveland or other city councils should be translated into actual consequences for the specific neighborhood. Instead of a story which outlines all of the block grant program for the city, a community paper should focus on how the program will affect its neighborhoods. The same applies to school boards, sewer boards, development associations, etc.

In the case of private organizations, the need to sift out the news from the formal meeting structure is also a problem. Though public policy is not at issue, the reporter still needs to find things that would interest the paper's readers. Separating the story outline from the meeting outline is crucial, as the figure below shows. The program of the meeting is on the left, while the news story is on the right.

Comparison of Story Outline with Schedule of Meeting:

Program of Meeting	Organization of Story Reporting the Meeting
1. Welcoming Address	Feature 5a.
2. President's Address	Lead summary 6A - 4 - 3
3. Speech is given	Elaboration of 5A
4. Another speech given	Additional details on 5
5. A 3rd speech given:	Elaboration of 6A
5A. "Newsiest material presented in program	More details on 6A Elaboration of 4
	More details of 4
6. Debate and adoption of resolutions A-B-C	Elaboration on 3 Mention 6B, 6C
7. Election of officers	Mention 7
	Mention 2
	delete any mention of 1

The comparison shows that the reporter found the most important news in 5A, the third speech, so that was the focus of the lead. Next in terms of importance was the first resolution, followed by the second and then the third speech; these were summarized in the next paragraph, and then the story proceeded to elaborate on the main feature.

The first two items of the meeting fall to the bottom of the story, where they are likely to be brief if included at all. Thus, a reporter attending a meeting needs to look for the news throughout, rather than expecting to locate it at the beginning. Before attending a meeting, reporters should familiarize themselves with the agenda if it has been prepared in advance. Also, copies of resolutions, reports, etc. may be available some time before the meeting, giving the reporter a chance to do some homework and prepare. Before going to a meeting, a new reporter should read what has been published previously about actions likely to be taken; otherwise, the discussions and debate may make no sense to a reporter without sufficient background. A new reporter also should learn the names and faces of those participating in the meeting so he can identify people during debates and accurately attribute quotes in the subsequent story.

News Briefs-- Probably one of the most widely read sections of community newspapers is the "News Briefs," short one or two-paragraph stories that allow you to include lots of names. Readers enjoy glancing through these news notes, and in time many of your readers will begin to submit items for this section if encouraged and given a place to drop off items. The types of things which might merit publication as news briefs include: personal achievements, changes in meeting times or places, speakers' topics, birthday and wedding anniversary celebrations, new residents to the area, engagements, weddings, and showers, building permits for homes, library programs or book shipments, visitors from out of town, notices of street closings, construction schedules, and work on streets, changes in ownership of small stores or firms, events at local public and private schools, etc. Each news brief should have a small 2-4 word headline, such as "Student Honored," "89th Birthday," "Clark Ave. To Close," "SciFi Novels Arrive."

Advertising--The Support Structure

Though some journalists have little more than disdain for the business end of their enterprises, there is little room for such attitudes in community journalism. Most neighborhood and small-town papers depend on advertising, and this generally means the "Main Street" merchants that line the business strips in the area. If the newspapers need the businesses, the reverse is also true. The merchant needs the advertising help, and it is the job of the neighborhood paper to show how those ads can help. Neighborhood papers can perform a service that none of the metro media can because they are less expensive and can target ads to the stores' immediate audience. Small firms cannot afford to waste their money by advertising in vehicles which cost much more because they go to people outside the trading area. Thus, targeting and cost are the neighborhood newspaper's main advantages over competitors. This doesn't mean that advertising is just going to walk in the door, particularly with a rather new publication. You have to sell yourself.

There are several forms of newspaper advertising:

Display advertising -- the larger ads, which contain art or illustrations in addition to text; most of it is retail advertising.

Classified advertising -- small-size text ads, grouped according to category as a convenience to readers; it brings both readers as well as income to the paper.

Legal advertising -- generally not available to neighborhood papers, legal advertising consists of notices that the law requires municipalities, courts, school districts, etc. to publish periodically.

National advertising -- also generally limited to the larger newspapers, national advertising is placed by an ad agency for an out-of-town client. You pay a 15% commission to the agency for placing the ad with you. A group of neighborhood newspapers may jointly obtain such advertising but probably not individually.

Political advertising -- unless such advertising is forbidden because of the paper's organization, political advertising is ideal for neighborhood newspapers, which again can target advertising to the potential eligible voters better than other media for many minor offices, including city council races.

First, you have to convince the advertiser that he or she must advertise to be a successful merchant, and that's not easy. You need to show the merchant that advertising is simply a good salesman that he hires every couple weeks to tell people about his store. It can tell both old and new customers what type of store he has, what merchandise is sold, and what changes have been made. It builds confidence among current customers and introduces the store to new ones. However, advertising will not make a poor merchant a good one. It cannot replace unclean stores, selling indifference, understocked shelves, etc.

Second, the ads themselves must be good. They must appeal to the customer and should interest the customer in buying a product or service. The ad should provide a description of the article/service to be sold, the price, and an outstanding function or feature. The ad should be simple and uncluttered. Unfortunately, the poorer ads sometimes are easiest to sell, for example: "Stop in and see Bob's Tires." This ad tells you very little, gives no details of the product, its features or price, and makes no attempt to make a solid sales pitch. Avoid these ads--they won't work, and in the long run they won't produce additional advertising. Work to get your merchants to advertise specific merchandise and to present specific offers in the neighborhood paper. Some merchants think they don't lose customers by not mentioning price in ads, but the customer has the opposite reaction and assumes the price is high if it's not advertised.

What should be advertised? Some merchants try to use ads to sell out-of-season merchandise and then wonder why their ads won't work. You should convince the merchant to advertise the volume products. The advertising bureau publishes lists showing the percentage of sales of various products through out the year, and this provides useful direction to the newspaper. For example, in a recent year more than a fourth of all books sold in December, while a fifth of children's and infants' wear sold then. The months to sell freezers are July-September. The best time for men's and boys' wear is November and December. Tires sell best in April through August.

Advertising shouldn't be so clever that it ignores the product or confuses readers. If possible, the ad should show the product. The composition of the ad should draw the reader into the advertising and make him read more. Ads can be too "busy," too cluttered because the advertiser is trying to do too much in a single ad. Also talk to the reader in the ad itself by mentioning "You." Consult a graphics book for advertising layout.

The neighborhood newspaper should plan an advertising program for the merchant, taking into account the dollar amount the merchant has available, the best times to advertise, etc. For example, a jeweler's best months are during the wedding month of June and the holiday season in November and December; slack months are January through April and July, when there will be little advertising. Spread the advertising out so that the bulk occurs during the jeweler's best months. You may bolster your ad revenue by mentioning that cooperative advertising is often available, where the distributor pays part of the retailer's advertising cost to push a certain product. Some papers push reruns and advertising contracts, while others shy away. You may find that reducing costs for rerunning the same ad do attract small service advertisers such as plumbers, electricians, and neighborhood contractors.

Classified advertising is another potential money maker. Try to get all advertisers to include price in their want ads, encourage reruns by lowering the rate for second and third insertions, use separate classifications for want ads (for example, For Sale, For Rent, Fix-Up Services, etc.), and use dynamic words in the classifieds to sell.

If you or your staff are going to sell advertising, they need a sales presentation kit which can supplement the oral presentation. The kit may include such things as: your paper's rate card (giving advertising rates and any conditions such as deadlines, reruns, etc.), advertising contract forms, a business card with the phone number and address they can contact, a map of the circulation area, some recent copies of the paper, information on the number of people and homes in the area and pertinent demographic details (age, sex, income, home ownership, etc.), and any material which would reinforce the paper's value as an advertising vehicle. If you are just starting the paper, you will need to also include materials about plans for the paper, including a "dummy" copy of the paper and distribution plans.

Advertising is generally measured in terms of "column inches" (the space covered by one inch of depth in a single newspaper column) or "lines" (there are 14 lines per inch of depth and a line is the depth occupied by a line of 6-point type, the size papers generally use to set their classified advertising). The rate card should be clear and simple and speak in terms of column-inches to avoid confusing potential advertisers. Neighborhood newspapers can offer several different types of rates to entice advertisers into using the paper regularly, including: a) Open rate -- generally quite high, it is the price of a single ad run once only; all other rates are forms of discounts from the open rate; b) Consecutive rate -- which allows the advertiser to repeat his one-time ad purchased at the open rate for the next two or three consecutive issues at a slightly lower rate; c) Frequency rate -- a discounted rate based on insertions in every issue of the paper for a specified period, such as six months; d) Bulk Space rates -- a sliding scale allows advertisers to purchase an agreed minimum amount of space at a discount; within the time limits, usually specified as one year, the advertiser can vary the frequency and size of his or her ads to suit business needs; e) Special categories -- particular sections of the paper set aside to attract particular kinds of advertisers (and, perhaps, readers), for example, a restaurants page; f) Non-profit rate -- a discount offered to non-profit groups such as churches, clubs and civic organizations that otherwise might not advertise; g) Political advertising -- generally higher rates are charged for political ads, at least equal to the open rate, and most papers require payment in advance to avoid being left holding the bag by bankrupt committees backing losing candidates.

Most newspaper advertising space is purchased on credit. To avoid backlogs of unpaid bills, the newspaper should aggressively pursue accounts receivable. A couple days after the paper has been published, mail a copy of the paper containing the merchant's ad along with a bill. If the bill has not been paid within two weeks, send a reminder and notify the advertiser that no further advertising can be accepted until the bill has been paid. Some papers may wish to extend the deadline to one month, but you should avoid situations where the paper continues to accept advertising from a firm or individual which has not paid for earlier ads over a period of several months. A late fee may be added to bills due more than 30 days. The key is being systematic and reliable. If your paper is published regularly and on time, your advertiser can plan his purchases. And your own reliability means you can demand prompt payment from your advertiser. In the long run both you and the advertiser will benefit from a good solid business relationship.

old brooklyn news

OLD BROOKLYN
COMMUNITY DEVELOPMENT
CORPORATION

Dear Businessman,

The Old Brooklyn News is a monthly publication. More than 20,000 homes, business and institutions throughout the six square miles of Old Brooklyn receive the Old Brooklyn News. Our publication strives for community involvement, and with support from our advertisers, the newspaper will continue to grow and develop. Through our publication, your advertisement reaches countless Old Brooklyn households. The Old Brooklyn News can be a valuable advertising tool for your business.

The Old Brooklyn News publishes on the first Monday of each month. The advertising deadline is the third Friday of the previous month.

An advertising schedule is enclosed for your convenience As editor of the Old Brooklyn News, I can assist you with any problems you may encounter.

Thank you for your interest.

Sincerely,

Sandra L. Watkins

Sandra L. Watkins
Editor
Old Brooklyn News

4169 PEARL ROAD
(AMERITRUST BLDG.)
CLEVELAND, OHIO 44109
PHONE: (216) 459-1000

old brooklyn news

OLD BROOKLYN
COMMUNITY DEVELOPMENT
CORPORATION

STATEMENT RECAP

MONTH	INVOICE#	PLAN	SIZE AD	AMOUNT	SURCHARGE	LATE CHARGE	DATE PAID	CHECK #

BALANCE DUE $ ____________________

4169 PEARL ROAD
(AMERITRUST BLDG.)
CLEVELAND, OHIO 44109
PHONE: (216) 459-1000

NOTICE: All bills are payable within 30 days.
A late charge of $5.00 will be applied to any bill after 60 days past due, in addition advertising privileges will be suspended until your account is paid to date.

old brooklyn news

OLD BROOKLYN
COMMUNITY DEVELOPMENT
CORPORATION

ADVERTISING AGREEMENT

The Old Brooklyn News is published monthly on the first Monday of each month with a circulation of over 20,000 serving a 6 square mile area. The advertising deadline is the third Friday of the previous month.

ADVERTISING RATES: * 1 col. = approximately 2 1/2 inches

AD COST	COST	SIZE
Full Page	$360.00	4 col. wide X 16" deep
1/2 Page	180.00	2 col. wide X 16" deep or 4 col. X 8"
1/4 Page	90.00	2 col. wide X 8" deep
1/8 Page	60.00	2 col. wide X 4" deep
1/16 Page	30.00	2 col. wide X 2" deep

ADVERTISING PLANS:

Plan A - No discount - One Month
Plan B - 5% discount - (3) Three Continuous Months
Plan C - 10% discount - (6) Six Continuous Months
Plan D - 15% discount - (12) Twelve Continuous Months

BILLING:

Regardless of the plan you select, OBN will bill you monthly and only after your ad appears.

AGREEMENT:

The undersigned firm hereby agrees to buy ______________________ page ad of advertising space plan ______ in the following issues of the Old Brooklyn News ______________________________. Cost will be determined on the basis of the rates listed above. All plans are billed on a monthly Installment Basis. Advertising copy will run as submitted for duration of contract unless notified. A 10% surcharge will be made for specific location in the paper. A $25.00 fee will be charged for cancellation.

One copy of Old Brooklyn News containing each insertion of advertising will be furnished the advertiser.

DATE: ______________________ PHONE ______________________

FIRM NAME: ______________________________

ADDRESS: ______________________________

*SIGNED: ______________________________
(ADVERTISER)

4169 PEARL ROAD
(AMERITRUST BLDG.)
CLEVELAND, OHIO 44109
PHONE: (216) 459-1000

old brooklyn news

OLD BROOKLYN
COMMUNITY DEVELOPMENT
CORPORATION

STATEMENT

INVOICE #_______________

DATE __________________

AMOUNT $_______________

MAKE CHECKS PAYABLE TO: OLD BROOKLYN COMMUNITY DEVELOPMENT CORP.

NOTICE: All bills are payable within 30 days.
A late charge of $5.00 will be applied to any bill after 60 days past due, in addition advertising privileges will be suspended until your account is paid to date.

PLEASE RETURN BOTTOM HALF OF THIS STATEMENT WITH YOUR REMITTANCE

OLD BROOKLYN NEWS

INVOICE #_______________

FIRM____

ISSUE_________________________ SIZE AD________________

PLAN_________ SURCHARGE_______________________________

____

AMOUNT DUE $_______________

THANKYOU FOR ADVERTISING!!

4169 PEARL ROAD
(AMERITRUST BLDG.)
CLEVELAND, OHIO 44109
PHONE: (216) 459-1000

246

Editing--Some Pointers

Little newspaper copy is actually published in the same form as it is received. You need to be alert to style errors, problems of grammar and word usage, and copy which is too wordy. You may need to combine or rewrite sentences, or to even rewrite entire stories. You may have to reorganize a story because the original writer "buried" the major feature down inside the story rather than featuring it in the lead.

Some pointers: 1) Always use the correct copy-editing symbols to mark all corrections; 2) Use a stylebook or guide and a dictionary as you edit. Many errors simply require correcting misspelled words; 3) Most corrections will be in style (for example, changing capitalized titles to lowercase letters), punctuation (for example, clearly marking periods and commas), and word usage (for example, using its for it's or affect for effect); 4) Some stories require new leads, so don't hesitate to edit the introductory paragraphs so that the key points appear in the lead; 5) Extremely long direct quotes can be shortened by converting to indirect quotes or by deleting non-essential material--remember to not change the meaning of quotes; 6) When stories get very messy from editing, retype so that the story can be easily read; 7) Edit material as it arrives rather than waiting until just before the deadline; this gives you time to ask a correspondent or reporter to investigate further and fill in missing information.

Copy-Editing Symbols:

While copy-editing symbols may vary slightly, these are the most basic and widely used marks for correcting copy for use in newspapers. By learning these symbols and correctly using them, you can prepare your copy efficiently.

A. Marks that delete & close:

~~E~~Euclid Euc~~l~~lid Euclid~~d~~	These marks delete a letter and close up the space. The first symbol ( ) is usually used at the beginning or ending of words and the second ( ) when single letters are deleted within words.
the Near West ~~west~~ side..	When several errors need deleted, the upper portion of the bridge mark ( ), plus a line drawn through the deleted words says the line is to be closed to the normal spacing between words.

B. Marks that insert:

Kinsman area residents... -Superior student St. Clair organization...	A caret mark (^) shows where letters, words, or sentences are to be inserted.
"No way," the president shouted to the group! Among them were: East Cleveland's fund, Mentors,	A caret mark (∨) also can insert quotation marks, apostrophes, colons or semi-colons.

Rocky Rivers....	
"Not now," she said.	A caret mark (^) also can insert a comma. A period is often circled or an (x) made so it is clearly visible.

C. Marks that change or transpose:

Ohio City house tour	A straight verticle mark(\ ) separates words.
Clark metro organization the Dog pound near here metro = Metro Dog = dog	A slanting slash through a letter indicates a change of the letter to lowercase. To go in the opposite direction and change from a small letter (lower case) to a capital, put 3 small lines under the letter.
the Centrla arae the Bring Broadway Back..	Another mark (∿) means to transpose letters or words.
(7) = seven (fourty-two) = 42 (New York) = N.Y. (RTA) = Rapid Transit Authority	To circle (O) a symbol or letter means to spell it out and to circle a word means to use the symbol. In other words, do the opposite of what's there.

D. Marks that emphasize:

the Rev. Mr. Robert MacCracken	Some symbols make sure the printer sees an addition or change has been made. These marks emphasize a point. For example, periods are usually circled for emphasis.
the 11 year-old group	Hyphens are added with (‿)
The race began late—as usually is the case—when he forgot the gun.	The dash is inserted in copy with this mark (---).
Collinwood residents...	The (L) mark is used to emphasize an existing paragraph or to start a new one.

E. Other marks:

Winners are...	A wiggly underline says to set the word in boldface type.
New officers are Mary Meyer, president; John Jeffres, vice pres.; Marie Manno, treasurer.	These lines say to not make separate paragraphs but to run them into a single sentence.

Style comes in layers. The simplest is that outlined in the Associated Press or United Press International stylebook on punctuation, capitalization, etc. Here you edit for consistency. A second layer focuses on words, phrases and clauses, composition and structure. Here you edit for conciseness and clarity. A third layer allows us to work towards personal "styles" of writing. Though many of your contributors may want to start at the third level, that only occurs when they have mastered the first two. Thus, writers first need to worry about spelling and punctuation, grammar, verbosity, and precision.

The second level is our focus here. Consider these characteristics of effective newspaper English: 1) Short, compact sentences where each word has been selected and placed for maximum effect; 2) Short, terse paragraphs which are individually complete and capable of being removed without destroying the sense of the story; sentenses in the paragraph should be ordered in terms of importance, just as story items should be in inverted pyramid style; 3) Conciseness, directness and simplicity through the elimination of superfluous words, phrases and clauses, and through proper emphasis; 4) Factualness, without editorial opinion, puffs and boosts, unfortunate superlatives, adjectives, adverbs and other dogmatic words; 5) Avoidance of fancy writing; emphasize strong, dynamic verbs rather than trite, hackneyed expressions.

Following is an exercise in conciseness, which provides examples of what to avoid:

Jargon:

1. He discharged his financial obligations.
   (He paid his bills.)
2. An overall report of the committee...
   (The committee report...)
3. His initial attention was focused on...
   (He looked at...)
4. A substantial segment of the population...
   (Most people..., or Many people...)

Wordy Delay of Subject:

1. There are many students who should not be in school.
   (Many students should not be in school.)
2. There are two reasons that I have for not going: the the first is that I have an exam to study for; the second is that I have no money.
   (I can't go because I have an exam to study for and I have no money.)
3. It happens that he has known me for something like 12 years.
   (We've known each other for 12 years.)
4. It is my hope that we will eventually find our way to Central Avenue.(I hope we get to Central Avenue.)

Wordy Phrasing:

1. He put in an appearance. (He appeared.)
2. He was interested in work along the communication line. (He was interested in communication.)
3. He spoke to me concerning the matter of my appearance. (He spoke to me about my appearance.)
4. He went to the theater on the occasion of his birthday. (He went to the theater on his birthday.)

Repetition of Idea:

1. He was divorced from his wife. (He was divorced.)
2. The ushers collected the sum of $53.97. (The ushers collected $53.97.)
3. The meeting which was held last night began at the hour of 7:30 p.m. (Yesterday's meeting began at 7:30 p.m.)
4. She committed suicide by drinking the contents of a bottle of poison. (She committed suicide by drinking poison.)

Short Constructions:

1. The man whom I saw doing the work...
   (The man I saw working...)
2. If it is possible, come a little early to the...
   (If possible, come a little early to the...)

Reducing Predication:

1. The snow, which lay like a blanket, covered the neighborhood.
   (The snow blanketed the neighborhood.)
2. The program, which honored the president of the association, was held at the Neighborhood Party Center. (The program honoring the association president was held at the Neighborhood Party Center)

Eliminating Sentence Breaks:

1. It was a desire of the committee, which was headed by Frances Decon, chairman, to hold a meeting on Friday, Oct. 20, at 7:30 in the church basement.
   (The committee headed by Frances Decon wanted to hold a meeting at 7:30 p.m. Friday in the church basement.)
2. O'Mally testified that he met Frank Erickson, king of the New York bookies, at the Plaza Hotel, Miami Beach, Fla., in 1947.
   (O'Mally testified he met New York bookie king Frank Erickson in 1947 at the Plaza Hotel in Miami Beach, Fla.)

Writing Headlines

The headlines of a newspaper serve as an indexing service to the reader. They allow the reader to glance through the paper and select the items that individual believes are worth reading. Thus, headlines must give the main idea or most important news value of the news story, or entice readers to sample features. In almost all cases, if the headline does not stimulate an interest in the reader, the story will be by-passed. This does not mean you should write headlinies which attract interest by promising what the stories cannot deliver; the practice of sensational headlines to sell papers on street corners is all but gone. The headline should be an "honest indicator" of what the story delivers.

Being honest does not mean headlines should be dry, boring labels, which can be the norm in many community newspapers. Headlines should be statements, not labels. Thus, instead of "Block Clubs Notes & Programs," you would have a headline like this: "Block Clubs Plan Clean-Ups." You should avoid using "standing heads" (the same headline, such as those on columns) for a paper feature in every issue; these will not attract new readers. Headlines also should use active verbs whenever possible. Thus, instead of "Block Grant Funds Down," you might have "Block Grant Funds Slashed" or "$2 Million Slashed From Block Grant Funds."

In addition to avoiding labels and using the active voice, there are several general rules for writing headlines:

Do not split the parts of verbs from one line to another	Business Bureau To Investigate Circus Tactics Used Here
Do not start headlines with a verb	Planning Festival
Do not place conjunctions, prepositions or modifiers at the ends of lines	City Plans Work On Carnegie Bridge
Do not repeat words unless it adds to the effectiveness of the headline	Buckeye Man Wins Buckeye Award
Review the headline counting system. All headlines must fit within 3 units of the maximum allowed. Thus, a headline with a possible count of 20 must be no less than 17 and no more than 20.	

Headline writing is a measure of the copy editor's success in telling the story in a few words. Writing headlines also requires talent and discipline. Most headlines are simple declarative sentences distilling the major idea of a story and expressing it in a straightforward fashion. Minor words may be omitted and articles are almost never used. A comma may be substituted for the conjunction "and" (for example, "Mayor, Council Visit Festival") and sometimes for "but" if the usage is clear. Parts of the verb "to be" also are usually omitted unless it's unclear. The present tense is used in headlines to convey the past: for example, "Reagan Visits Slavic Village" means the president visited the area earlier. The infinitive is used to indicate future tense: for example, "Reagan To Visit Slavic Village" means the president will visit the area sometime in the future.

In general, keep punctuation to a minimum. The comma is also used in its normal function as well as a substitute for "and." The semicolon is used as periods would be, at the end of a line; periods are not used (for example, "Block Grant Funds Slashed; 5 Children's Programs Ended"). The dash is used for abrupt stops and sometimes for attribution (for example, "Mayor--Crime Must Be Stopped"). The colon is used as it normally would be but it also used for attribution as the dash is (for ex., "Mayor: Crime Must Be Stopped"). Avoid over using the dash and colon. Quotation marks are used for direct quotes as well as to cast doubt or indicate reservation.

The Headline Schedule--The headline schedule lists the headline patterns used by a newspaper, showing style, count and usages. Once you set your own style, be consistent and follow the rules. Since most neighborhood newspapers will use a centralized printing plant, you should check with them for the available type faces, sizes and count. Use this to construct your headline schedule.

Counting Headlines-- You need to fit headlines into a predetermined space. The major story on page one may have a banner headline stretching across the entire page, while a small story may be assigned a one-column head with two lines. In both cases, you find out the maximum count, follow the rules and points mentioned above, and write a headline where each line falls within three points of the maximum count. Type is variable in width and every letter of any type face and size differs from the shape and width of the others; this differs from the typewriter, where each letter has the same width generally. Though precise point charts are available to tell the exact width in points of every type character in a given size and style, most copy desks simply use general unit rules that can be assigned to groups of letters for each counting. Count as follows:

1 unit	all lower case letters except i,l,f,j,t, m and w.
1/2 unit	i,l,f,j,t.
1/2 unit	all punctuation marks except the cents sign, ?, &,--,#,@, which count 1.
1/2 unit	space between words.
1 1/2 unit	m and w.
1 1/2 unit	all numbers except 1(1/2 unit) and the dollar sign $ (1 unit).
1 1/2 unit	all capital letters except M,W, I,J.
1 unit	capital I, J.
2 units	capital M,W.

Following is an example of a headline and the accompanying unit count:

1 1 1 ½ 1 1 1 ½ 1½ 1 1 1 ½ ½ 1½ 1 ½ 1 1½ 1 1 1 1 1 = 23
$75,000 Grant To Improve

1 1 ½ 1½ 1 1 1 1 1½ 1 1 1 1½ ½ 1 1 1 ½ 1 1 1 ½ 1 = 22
12 Broadway Storefronts

In the past, a variety of headline patterns were used. Today, relatively few survive, and most papers use headlines which are "flush left" (all lines starting at the same place at the left of the column) or centered. Following are a few other forms:

Kicker headline: (the kicker is a headline set in smaller type, usual-centered or flush left & above the larger headline)

Fine Food A Tradition
Settler's Success Due To Hard Work

Headlines in which each line is centered in the column also are used sometimes, mostly for accent however:

Summer Band Concerts
Bring Music Back
To Shaker Square

Sometimes two "decks" are used, with the top head set in larger type than the second headline:

SUMMER FESTIVAL RETURNS TO BUCKEYE
Busy Street To See
Feasting, Dancing,
Parade of Ethnics

COLLINWOOD GROUPS
END 5-MONTH WAR
Friction Blamed
On Media Reports

Some headlines are placed in three-quarter boxes, with lines around both sides and the top. And columns sometimes use a full box enclosing a new headline and some standard, repeat-items:

Some People
Can't Read

Some People
Can't Read

Circulation and Distribution

All neighborhood editors want to get their newspaper into the hands of as many readers as possible. You can invest as much time and as many resources as you want into producing the editorial/advertising product and still fail because you thought circulation would take care of itself. Two of the first factors you must consider are: the cost of circulation, and the significance the circulation has for potential advertisers and any sponsoring organization. With the rise in costs of newsprint and other factors, publishers today are wary about luring large numbers of readers who may increase costs without producing any advertising revenue. Even free-circulation weeklies in suburban areas today are asking readers to send the paper a check once in a while.

By expanding the circulation to cover a wider area you may be extending your readership to include people who do not shop in your advertisers' stores; thus, you would be diluting the effectiveness of the paper's ads while circulation costs (and corresponding ad rates) rise. Advertising is not the only thing affected by your decision about the target audience. If you expand the area in which papers are delivered, you also are automatically expanding the area in which you should cover news; this may put a burden on your news-gathering organization. And, if you do not include news from all areas, then those readers in time will ignore your paper.

The safest approach is to identify the circulation area which is commensurate with your financial resources and news-gathering organization. You can always grow once you've established a good foundation and reputation, but it is difficult to achieve the same quality if you're spread too thin from the beginning.

Newspaper Graphics--Design & Make-Up

"Looks aren't everyhing," but a paper that looks dull may fail to attract readers, or even repell them by seeming to be unprofessional. Thus, neighborhood newspaper editors also need to pay some attention to the graphics of their product, or how it is designed. A nationally known lecturer on newspaper design, Kenneth C. Bronson, says the design of a newspaper has four basic purposes: to make the paper attractive and interesting, to make the paper as easy to read and understand as possible, to grade the news for the reader, and to maintain a style of continuity throughout the paper.

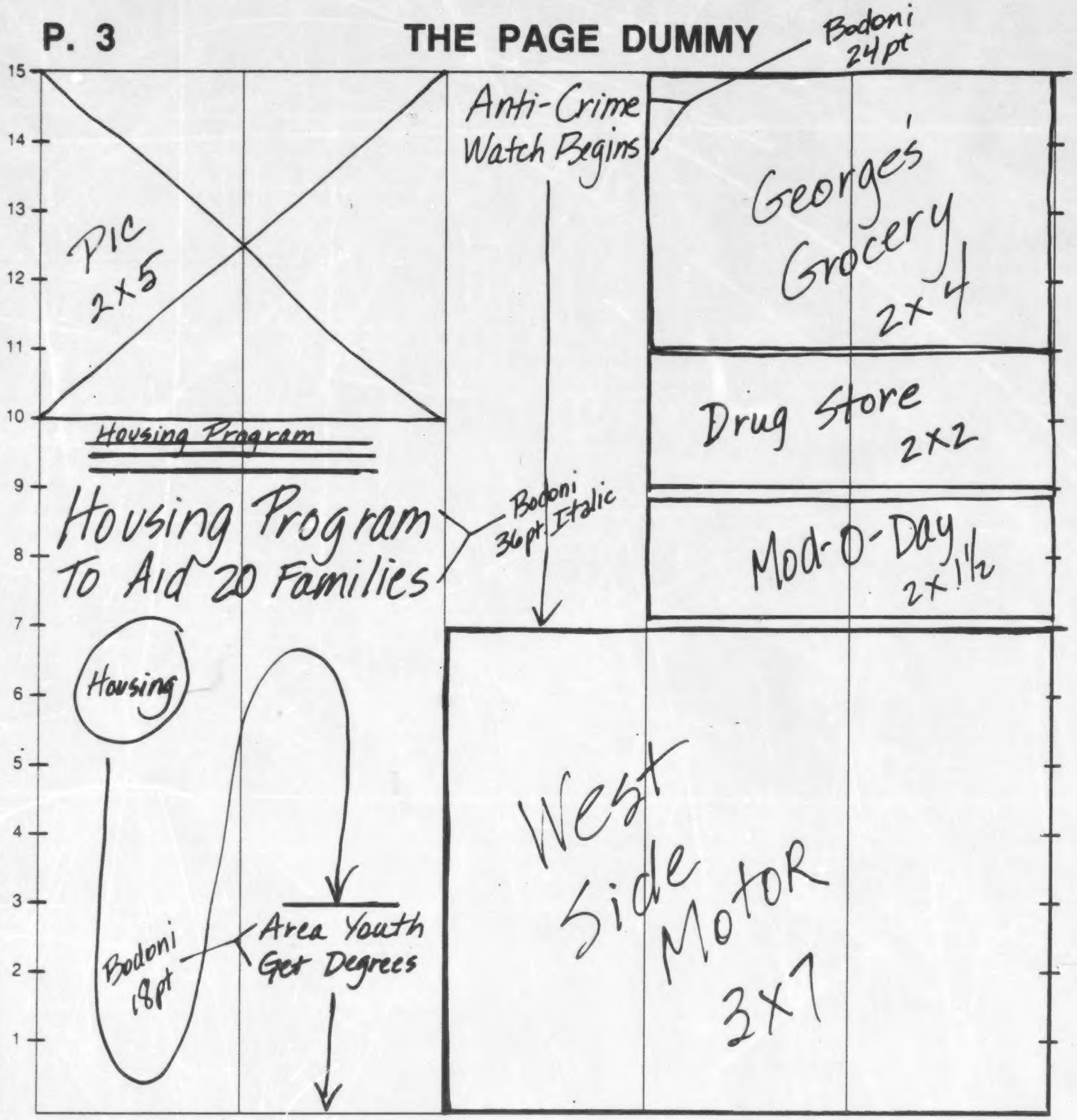
The appearance of the newspaper, particularly the front page, will tell readers a great deal about the paper and its goals. For example you may convey a historical period with a newspaper nameplate using an ornate typeface; some designs seem frivilous, while others are formal, serious. Select the one that conveys the tone you wish to convey. Small format paper page size is usually about 11 inches wide and 14-17 inches deep; while side and head margins reduce the actual page by about a half inch on each side and an inch at the top and bottom, you can fit from two to six columns (each ranging from 9 picas, or 1.5 inches, wide up through 29 picas, or 4.83 inches wide). Most small papers decide on five 11-pica columns, which offers some flexibility in design; others prefer a line length which is wider (for example, 13-14 pica col., or a three 19-pica column page) and easier on the readers' eyes. A long line length also can be hard to read and a 20-24 pica line is probably the maximum. In the past papers used thin rules between columns, which meant less gutter space (between columns) was needed; today, more white space is used and rules are less frequent. Choosing a text typeface also is important; the selection available is dependent upon the printer chosen and cost factors. Most papers select a traditional serif typeface (serifs are the fine lines finishing off the main strokes of a letter) because they are easier to read in large blocks of type (examples are Times Roman or Century faces). Selection of a headline type is also important; a bold, black, sans-serif typeface will appear stronger, bolder, while others seem softer, less serious. Go to the major library and look at the different type faces used by newspapers and this will help you make your decision.

There are several regular features to newspaper design. One is the flag, or newspaper nameplate, which is the name of the paper as it appears on the top of page one. Under the flag in each issue is the front page folio line, which tells the reader the day and date of that issue, volume number and issue number, name of place of publication, price of a single copy, and perhaps the second-class mail indication; often this information is separated from the rest of the page by a horizontal rule across the page, or it's enclosed between two such rules. Inside folio page lines generally give the name of the paper, date, place and page number. Inside the paper, a masthead (often boxed) gives the basic information about the paper's ownership, publication, and staff, including: name, folio information, place, frequency of publication, copyright notice, names of editors and publishers, other staff members, advertising and subscription rates, and office information (phone, address, deadlines). Newspapers using a second-class mail permit must include a second-class mail indicia somewhere on the first five pages in an easily-found place: "Second-class postage paid at (city), (state), (zip code)." Other regular features of a paper include column and special section headings.

The process of deciding what goes where is called "making up or laying out the paper." First, the editor prepares the ads and decides where they go. Ads should not be too busy or cluttered; don't be afraid to use white space. In general, select a limited number (a half dozen, for example) of typefaces for ads. Use of pictures will dress up a simple ad, and a wide number of decorative borders is available to surround ads. Several suggestions will improve the appearance and placement of advertising. Avoid stacking larger ads, and don't stack ads that are more than 5 inches high; when stacking, put the smaller ads on top. Keep the front page and any editorial page free of ads. Avoid placing competitive ads together, though food and restaurant ads, movie ads and others may be exceptions. Keep ads below the fold in the page and generally try to have ads at the foot of every column, except on open pages. Block ads, squaring them off at the bottom of the page. Do not create a "well" for editorial matter by stacking ads in a double pyramid (ads on both sides). Do not float ads as "islands" in the midst of editorial copy, and don't spread ads across the top of the page with reading material underneath. Also, do not put a column of ads on the outside of the page, with news copy on the inside columns; this placement gives priority to ads over reading matter.

In arranging the material on the page, several principles should be followed. First, the ad pyramid should be built so the outer top corners of the page are available for editorial copy or art (photographs); these areas attract the reader's eyes first and longest. Arrange ads so that they form a rectangle or square block on the page rather than letting them straggle up and down columns--this appears simpler, cleaner to the eye. The "reading diagonal" refers to the pattern of eye movement through the page, starting at the top left corner of a two-page spread and moving to the lower right corner; however, page design may attract the eye to a different location or change the movement. Do not allow pictures and other editorial art to "touch"; they should be separated by editorial type.

Though there are different styles of page makeup used today, the key is consistency. Again, examine newspapers in the library and select your style. Arrange stories on the page in a varied but simple way. Avoid what is called "tombstoning," running two headlines (particularly single-


P. 3
THE PAGE DUMMY
Bodoni 24pt
Anti-Crime Watch Begins
George's Grocery 2x4
Pic 2x5
Drug Store 2x2
Housing Program
Housing Program To Aid 20 Families
Bodoni 36pt Italic
Mod-O-Day 2x1½
Housing
West Side Motor 3x7
Bodoni 18pt
Area Youth Get Degrees
15
14
13
12
11
10
9
8
7
6
5
4
3
2
1

The page dummy is a sheet identical in size to your newspaper's page. Here we have a dummy sheet for a 5-column tabloid with 15-inch columns. Lines delineate the 5 columns and on the side marks indicate the inches of depth. From the ad dummy the ads are placed on the page dummy and then news, headlines and photos are dummied in. The story "slug" is indicated in a circle and the arrow indicates where the story goes. The "X" box at upper left indicates a photo and the precise size is given. The words "housing program" under the photo are the first two words of the photo caption. Headline sizes and styles are also given. The page dummy provides complete instructions for paste-up of the page.

Advertiser__________ Size 12" Cols 3 Depth 4"
Insertion Date__________ Sold By__________

AD LAYOUT FORM

This form should be printed in very light blue ink on tracing paper, so your ad salespeople can use it effectively to sketch and layout ads. A sample 3-column by 4 inch ad is below.

Salesperson gives ad layout to production for markup of the type sizes and styles. His requirements, if any, are noted alongside the ad layout. Artwork will be used directly in the ad. A sketch of artwork would indicate production should find some suitable art.

3 SEMINARS

START YOUR OWN BUSINESS

- How to Locate and Acquire a Small Business
  Mon., Nov. 22 & 29, 6-9 p.m.
- Setting Up Shop: Choosing the Right Locations
  Wed., Dec. 1, 6-9 p.m.
- Startup Financing for Small Business
  Mon., Dec. 6, 6-9 p.m.

Call 687-2144

Division of Continuing Education
Cleveland State University

column headlines) side by side; separate stories by a picture or a box of copy. Make sure that the size of the headline matches the length of the story; huge heads across several columns, each containing only a few lines of copy, appear awkward. If you have a very long story, break it up with subheads (small 2-4 word heads in about the same type size as the text but in boldface), pictures or boxed inserts. Place pictures above the type in the story they accompany; a headline can go over the whole story and the picture. Just don't make the reader hunt for where the story begins, or guess what headline goes with what picture or story. Generally pictures should be anchored to the top or bottom of a page, to a headline or placed under a squared-off copy block. The reader will move from the picture to the story. Avoid "naked columns," those with out a headline or a picture at the top. Try to avoid jumping stories from one page to another; however, when you do, don't jump more than once and never jump backwards (from page 5 to 2, for example), only forwards (from 2 to 4 or 5). You also should have a jump line on both pages (continued on page 4, continued from page one), set in italic or bold type, or in parentheses. In making up the front page, first, fill the top left corner with a picture or some other attraction (art, boxed story), and then place the main story in the top right corner (if it didn't go in the top left corner). Then arrange your lesser stories so that they lead to the lower right corner (following the reading diagonal). Then, balance the page with a strong item (picture, boxed story, etc.) in the lower left corner. This make-up scenario is only one way to attract readers. Some newspapers today use what is called a "horizontal design," with emphasis on blocks of stories that cut the page into horizontal strips or blocks. Others use a more "vertical" style.